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WITH THIS ISSUE: HAVANA TREATY ALLOCATIONS

BROADCASTING

Broadcast Advertising

Vol. 19 • No. 6

SEPTEMBER 15, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

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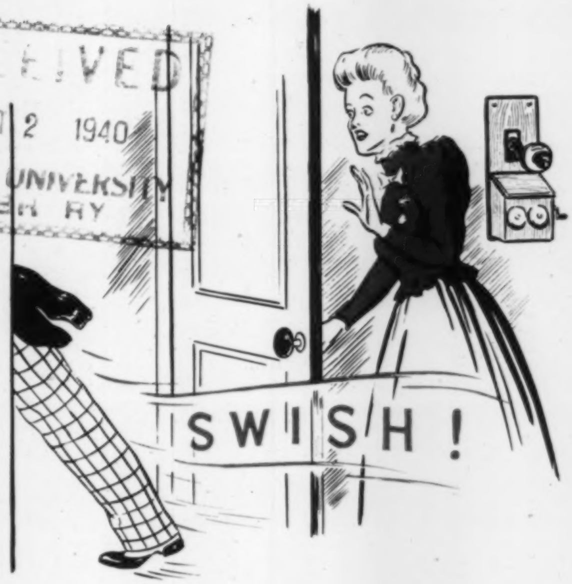


"He's off to another farm meeting!"

● With apologies to Mr. Chic Young and his inimitable way of getting Dagwood Bumstead off to the daily grind—we take this way of showing Mr. Herb Plambeck, our busy farm editor, on his way to another farm meeting—an event that takes place five or six times each week.

In addition, Mr. Plambeck manages with the help of Mr. Hanson, *every week,* to gather and edit 122 stories, make 25 calls, interview 40 people, receive 26 callers, write 41 letters, travel 321 miles, deliver 2 talks, and broadcast 2 daily 15-minute farm programs and 1 half-hour weekly program—all in the interest of Farm Service!

Now—*why* all this emphasis on farm activities? It is justified because Iowa has *one-fourth* of all the "Grade A" farm land in this great, wide country of ours . . . had $659,359,000 farm income in '39. And WHO, right in the center of this rich territory, covers it *completely*. Maybe that's the reason 85% of farm families in Iowa reported WHO as their favorite station in the 1940 Iowa Radio Audience Survey made by H. B. Summers of Kansas State College.

The net result is that WHO is the nation's No. 1 farm station . . . not overlooking the fact that WHO serves 80 cities (2,500 to 160,000 population) and more than 2,300 communities under 1,000 population. Would you like to know more about the farm and public service activities of WHO and how they can benefit you?

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . . National Representatives

THEY CAME - -
AND THEY PAID
- - IN CHICAGO, TOO!

OVER 180,000 people paid almost $90,000 to see a combined Rodeo and Thrill Show held at Chicago's Soldier Field, Sunday and Monday, September 1 & 2—nearly all of them from Metropolitan Chicago. Produced, presented and promoted by WLS Artists Bureau, and featuring "Red" Foley, popular WLS Western singer as "King of the Rodeo," it proves again—far better than can any survey or theory, that the WLS audience listens—acts—and responds—and in Chicago, too.

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* *(Chicago)* Glenn Snyder, *Manager*

Represented by **JOHN BLAIR & COMPANY**

Supplement to

SEPTEMBER 15, 1940 ISSUE

BROADCASTING
and
Broadcast Advertising

Vol. 19 No. 6 WASHINGTON, D. C., SEPTEMBER 15, 1940 SUPPLEMENT

Log of U. S. Broadcast Stations Effective March 29, 1941

Call Letter List Showing New Assignments Under Havana Treaty Allocations

ABBREVIATIONS

U—Unlimited Time. D—Daytime. N—Night Time. S—Shares Time. SH—Specified Hours. LS—Power Until Local Sunset. L—Limited Time With Dominant Station. CP—Construction Permit.

EXPLANATION

Powers shown are those at present authorized, except for local stations, all of which are listed for 250 watts fulltime in accord with treaty provisions. Power increases and increases in broadcast hours for non-fulltime stations will be considered upon application and granted where consistent with treaty provisions and engineering rules. For definitions of station classes see Page 7 of this Supplement.

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
KABC	San Antonio, Tex.	250	1420	1450	U	IV
KABR	Aberdeen, S. D.	5,000	1390	1420	U	III-A
KADA	Ada., Okla.	250	1200	1230	U	IV
KALB	Alexandria, La.	250	1210	1240	U	IV
KALE	Portland, Ore.	1,000 5,000—LS CP-5,000—U	1300	1330	U	III-A
KAND	Corsicana, Tex.	250	1310	1340	U	IV
KANS	Wichita, Kan.	250	1210	1240	U	IV
KARK	Little Rock, Ark.	1,000 5,000—LS	890	920	U	III-A
KARM	Fresno, Cal.	250	1310	1340	U	IV
KASA	Elk City, Okla.	250	1210	1240	U	IV
KAST	Astoria, Ore.	250	1200	1230	U	IV
KATE	Albert Lea, Minn.	250	1420	1450	U	IV
KAWM	Gallup, N. M.	250	1500	1490	U	IV
KBIX	Muskogee, Okla.	250	1500	1490	U	IV
KBKR	Baker, Ore.	250	1500	1490	U	IV
KBND	Bend, Ore.	250	1310	1340	U	IV
KBPS	Portland, Ore.	250	1420	1450	S-KXL	IV
KBST	Big Spring, Tex.	250	1500	1490	U	IV
KBTM	Jonesboro, Ark.	250	1200	1230	U	IV
KCKN	Kansas City, Kan.	250	1310	1340	U	IV
KCMC	Texarkana, Tex.	250	1420	1450	U	IV
KCMO	Kansas City, Mo.	1,000 5,000—LS	1450	1480	U	III-B
KCRC	Enid, Okla.	250 (Proposed 1,000)	1360	1390	U	IV III-A
KCRJ	Jerome, Ariz.	250	1310	1340	U	IV
KDAL	Duluth, Minn.	250	1500	1490	U	IV
KDB	Santa Barbara, Cal.	250	1500	1490	U	IV
KDFN	Casper, Wyo.	500	1440	1470	U	III-B
KDKA	Pittsburgh, Pa.	50,000	980	1020	U	I-A
KDLR	Devils Lake, N. D.	250	1210	1240	U	IV
KDNT	Denton, Tex.	250	1420	1450	U	IV
KDON	Monterey, Cal.	250	1210	1240	U	IV
KDRO	Sedalia, Mo.	250	1500	1490	U	IV
KDTH	Dubuque, Ia.	500	1340	1370	D	III
KDYL	Salt Lake City, Utah	1,000 5,000—LS	1290	1320	U	III-A
KECA	Los Angeles, Cal.	1,000 5,000—LS	780	790	U	III-A
KELA	Centralia, Wash.	1,000	1440	1470	U	III-A
KELD	El Dorado, Ark.	250	1370	1400	U	IV
KELO	Sioux Falls, S. D.	250	1200	1230	U	IV
KENO	Las Vegas, Nev.	250	1370	1400	U	IV
KERN	Bakersfield, Cal.	1,000	1370 CP-1380	1410	U	III-A
KEUB	Price, Utah	250	1420	1450	U	IV
KEVR	Seattle, Wash.	250	1370	1400	S-KRKO	IV
KEX	Portland, Ore.	5,000 (Proposed 50,000)	1160	1190	U	II I-B
KFAB	Lincoln, Neb.	10,000 (Proposed 50,000)	770	1110	U	I-B
KFAC	Los Angeles, Cal.	1,000	1300	1330	U	III-A
KFAM	St. Cloud, Minn.	250	1420	1450	U	IV
KFAR	Fairbanks, Alaska	1,000	610	610	U	III-A
KFBB	Great Falls, Mont.	1,000 5,000—LS	1280	1310	U	III-A
KFBC	Cheyenne, Wyo.	250	1420	1450	U	IV
KFBI	Wichita, Kan.	5,000	1050	1070	L-KNX	II
KFBK	Sacramento, Cal.	10,000	1490	1530	U	I-B
KFDA	Amarillo, Tex.	250	1200	1490	U	IV
KFDM	Beaumont, Tex.	1,000	560	560	U	III-A
KFDY	Brookings, S. D.	1,000	780	790	SHD	III
KFEL	Denver, Colo.	1,000	920	950	U	III-A
KFEQ	St. Joseph, Mo.	500 2,500—LS	680	680	L-KPO	II
KFGQ	Boone, Ia.	250	1370	1400	SHD	IV
KFH	Wichita, Kan.	5,000	1300	1330	U	III-A
KFI	Los Angeles, Cal.	50,000	640	640	U	I-A
KFIO	Spokane, Wash.	100	1120	1150	D	IV
KFIZ	Fond du Lac, Wis.	250	1420	1450	U	IV
KFJB	Marshalltown, Ia.	250	1200	1230	U	IV
KFJI	Klamath Falls, Ore.	250	1210	1240	U	IV
KFJM	Grand Forks, N. D.	500 1,000—LS	1410	1440	U	III-B
KFJZ	Fort Worth, Tex.	1,000	1240	1270	U	III-A
KFKA	Greeley, Colo.	500 1,000—LS	880	910	S-KPOF	III-B
KFKU	Lawrence, Kan.	1,000 5,000—LS	1220	1250	S-WREN	III-A
KFNF	Shenandoah, Ia.	500 1,000—LS	890	920	S-KUSD	III-B
KFOR	Lincoln, Neb.	250	1210	1240	U	IV
KFOX	Long Beach, Cal.	1,000	1250	1280	U	III-A
KFPL	Dublin, Tex.	250	1310	1340	U	IV
KFPW	Ft. Smith, Ark.	250	1370	1400	U	IV
KFPY	Spokane, Wash.	5,000	890	920	U	III-A
KFQD	Anchorage, Alaska	250	780	790	SH	IV
KFRC	San Francisco, Cal.	5,000	610	610	U	III-A
KFRO	Longview, Tex.	1,000	1340	1370	U	III-B
KFRU	Columbia, Mo.	250	1370	1400	U Simultaneous D. S-WGBF-N	IV
KFSD	San Diego, Cal.	5,000	600	600	U	III-A
KFSG	Los Angeles, Cal.	1,000 2,500—LS	1120	1150	S-KRKD	III-A
KFUN	Las Vegas, Nev.	250	1420	1450	U	IV
KFUO	Clayton, Mo.	1,000	830	850	D-KOA	II
KFVD	Los Angeles, Cal.	1,000	1000	1020	L-KDKA	II
KFVS	Cape Girardeau, Mo.	250	1370	1400	U	IV
KFWB	Los Angeles, Cal.	5,000	950	980	U	III-A
KFXD	Nampa, Ida.	250	1200	1230	U	IV
KFXJ	Grand Junction, Colo.	250	1200	1230	U	IV
KFXM	San Bernardino, Cal.	250	1210	1240	S-KPPC	IV
KFYO	Lubbock, Tex.	250	1310	1340	U	IV
KFYR	Bismarck, N. D.	1,000 5,000—LS	550	550	U	III-A
KGA	Spokane, Wash.	5,000 (Proposed 10,000)	1470	1510	U	II I-B
KGB	San Diego, Cal.	1,000	1330	1360	U	III-A

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
KGBU	Ketchikan, Alaska	500	900	930	U	III-B
KGBX	Springfield, Mo.	5,000	1230	1260	U	III-A
KGCA	Decorah, Ia.	100	1270	1300	D. S-KWLC	IV
KGCU	Mandan, N. D.	250 (Proposed 500 1,000—LS)	1240	1270	U	IV III-B
KGCX	Wolf Point, Mont.	1,000	1450	1480	U	III-A
KGDE	Fergus Falls, Minn.	250	1200	1230	U	IV
KGDM	Stockton, Cal.	1,000	1100	1130	D	II
KGEK	Sterling, Colo.	250	1200	1230	U	IV
KGER	Long Beach, Cal.	1,000	1360	1390	U	III-A
KGEZ	Kalispell, Mont.	250	1310	1340	U	IV
KGFF	Shawnee, Okla.	250	1420	1450	U	IV
KGFI	Brownsville, Tex.	250	1500	1490	U	IV
KGFJ	Los Angeles, Cal.	250	1200	1230	U	IV
KGFL	Roswell, N. M.	250	1370	1400	U	IV
KGFW	Kearney, Neb.	250	1310	1340	U	IV
KGFX	Pierre, S. D.	200	630	630	SHD	IV
KGGF	Coffeyville, Kan.	1,000	1010	690	SH-WNAD	II
KGGM	Albuquerque, N. M.	1,000	1230	1260	U	III-A
KGHF	Pueblo, Colo.	500	1320	1350	U	III-B
KGHI	Little Rock, Ark.	250	1200	1230	U	IV
KGHL	Billings, Mont.	1,000 5,000—LS	780	790	U	III-A
KGIR	Butte, Mont.	5,000	1340	1370	U	III-A
KGIW	Alamosa, Colo.	250	1420	1450	SH-KIDW	IV
KGKB	Tyler, Tex.	250	1500	1490	U	IV
KGKL	San Angelo, Tex.	250	1370	1400	U	IV
KGKO	Fort Worth, Tex.	1,000 5,000—LS	570	570	U	III-A
KGKY	Scottsbluff, Neb.	250	1500	1490	U	IV
KGLO	Mason City, Ia.	250	1210	1240	U	IV
KGLU	Safford, Ariz.	250	1420	1450	U	IV
KGMB	Honolulu, T. H.	5,000	1320 CP-590	590	U	III-A
KGNC	Amarillo, Tex.	1,000 2,500—LS	1410	1440	U	III-A
KGNF	North Platte, Neb.	1,000	1430	1460	D	III
KGNO	Dodge City, Kan.	250 1,000—LS	1340	1370	U	III-B
KGO	San Francisco, Cal.	7,500 (Proposed 10,000)	790	810	U	II I-B
KGU	Honolulu, T. H.	2,500	750	760	L-WJR	II
KGVO	Missoula, Mont.	1,000 5,000—LS	1260	1290	U	III-A
KGW	Portland, Ore.	1,000 5,000—LS	620	620	U	III-A
KGY	Olympia, Wash.	250	1210	1240	U—except when KTW operating	IV
KHAS	Hastings, Neb	250	1200	1230	U	IV
KHBC	Hilo, T. H.	250	1200	1230	U	IV
KHBG	Okmulgee, Okla.	250	1210	1240	U	IV
KHJ	Los Angeles, Cal.	1,000 5,000—LS	900	930	U	III-A
KHQ	Spokane, Wash.	5,000	590	590	U	III-A
KHSL	Chico, Cal.	500 1,000—LS	1260	1290	U	III-B
KHUB	Watsonville, Cal.	250	1310	1340	U	IV
KICA	Clovis, N. M.	250	1370	1400	U	IV
KID	Idaho Falls, Ida.	500 5,000—LS	1320	1350	U	III-B
KIDO	Boise, Ida.	1,000 2,500—LS	1350	1380	U	III-A
KIDW	Lamar, Colo.	250	1420	1450	SH-KGIW	IV
KIEM	Eureka, Cal.	500 1,000—LS	1450	1480	U	III-B
KIEV	Glendale, Cal.	250	850	870	D	II
KINY	Juneau, Alaska	1,000	1430	1460	U	III-A
KIRO	Seattle, Wash.	10,000	710	710	U	I-B
KIT	Yakima, Wash.	1,000	1250	1280	U	III-A
KITE	Kansas City, Mo.	1,000	1530	1590	U	III-A
KIUL	Garden City, Kan.	250	1210	1240	U	IV
KIUN	Pecos, Tex.	250	1370	1400	U	IV
KIUP	Durango, Colo.	250	1370	1400	U	IV
KJBS	San Francisco, Cal.	500	1070	1100	L-WTAM	II
KJR	Seattle, Wash.	5,000 (Proposed 10,000)	970	1000	U	II I-B
KLAH	Carlsbad, N. M.	250	1210	1240	U	IV
KLBM	LaGrande, Ore.	250	1420	1450	U	IV
KLCN	Blytheville, Ark.	100	1290	1320	D	IV
KLO	Ogden, Utah	5,000	1400	1430	U	III-A
KLPM	Minot, N. D.	500 1,000—LS (Proposed 1,000)	1360	1390	U	III-B III-A
KLRA	Little Rock, Ark.	5,000	1390	1420	U	III-A
KLS	Oakland, Cal.	250	1280	1310	U	IV
KLUF	Galveston, Tex.	250	1370	1400	U	IV
KLX	Oakland, Cal.	1,000	880	910	U	III-A
KLZ	Denver, Colo.	5,000	560	560	U	III-A
KMA	Shenandoah, Ia.	1,000 5,000—LS	930	960	U	III-A
KMAC	San Antonio, Tex.	250	1370	1400	S-KONO	IV
KMBC	Kansas City, Mo.	5,000	950	980	U	III-A
KMED	Medford, Ore.	250	1410	1440	U	III-B
KMJ	Fresno, Cal.	5,000	580	580	U	III-A
KMLB	Monroe, La.	250	1200	1230	U	IV
KMMJ	Grand Island, Neb.	1,000	740	750	L-WSB	II
KMO	Tacoma, Wash.	1,000	1330	1360	U	III-A
KMOX	St. Louis, Mo.	50,000	1090	1120	U	I-A
KMPC	Beverly Hills, Cal.	5,000	710	710	U	II
KMTR	Los Angeles, Cal.	1,000	570	570	U	III-A
KMYC	Marysville, Cal.	250	1420	1450	U	IV
KMYR	Denver, Colo.	250	1310	1340	U	IV
KNEL	Brady, Tex.	250	1500	1490	U	IV
KNET	Palestine, Tex.	250	1420	1450	U	IV
KNOW	Austin, Tex.	250	1500	1490	U	IV
KNX	Los Angeles, Cal.	50,000	1050	1070	U	I-B
KOA	Denver, Colo.	50,000	830	850	U	I-A
KOAC	Corvallis, Ore.	1,000	550	550	U	III-A
KOAM	Pittsburg, Kan.	1,000	790	810	D	II
KOB	Albuquerque, N. M.	50,000	1180	1030	U	II
KOBH	Rapid City, S. D.	250	1370	1400	U	IV
KOCA	Kilgore, Tex.	250	1210	1240	U	IV
KOCY	Oklahoma City, Okla.	250	1310	1340	U	IV
KODL	The Dalles, Ore.	250	1200	1230	U	IV
KOH	Reno, Nev.	1,000	630	630	U	III-A
KOIL	Omaha, Neb.	1,000 5,000—LS	1260	1290	U	III-A
KOIN	Portland, Ore.	5,000	940	970	U	III-A
KOKO	La Junta, Colo.	250	1370	1400	U	IV
KOL	Seattle, Wash.	1,000 5,000—LS	1270	1300	U	III-A
KOMA	Oklahoma City, Okla.	5,000 (Proposed 50,000)	1480	1520	U	II I-B
KOME	Tulsa, Okla.	250	1310	1340	U	IV
KOMO	Seattle, Wash.	1,000 5,000—LS	920	950	U	III-A
KONB	Omaha, Neb.	250	1500	1490	U	IV
KONO	San Antonio, Tex.	250	1370	1400	S-KMAC	IV
KOOS	Marshfield, Ore.	250	1200	1230	U	IV
KORE	Eugene, Ore.	250	1420	1450	U	IV
KORN	Fremont, Neb.	250	1370	1400	U	IV
KOTN	Pine Bluff, Ark.	250	1500	1490	U	IV
KOVC	Valley City, N. D.	250	1500	1490	U	IV
KOVO	Provo, Utah	250	1210	1240	U	IV
KOWH	Omaha, Neb.	500	660	660	D	II
KOY	Phoenix, Ariz.	1,000	550	550	U	III-A
KPAB	Laredo, Tex.	250	1500	1490	U	IV
KPAC	Port Arthur, Tex.	500	1220	1250	U	III-B
KPDN	Pampa, Tex.	250	1310	1340	U	IV
KPFA	Helena, Mont.	250	1210	1240	U	IV
KPHO	Phoenix, Ariz.	250	1200	1230	U	IV
KPLC	Lake Charles, La.	250	1500	1490	U	IV
KPLT	Paris, Tex.	250	1500	1490	U	IV
KPMC	Bakersfield, Cal.	1,000	1550	1600	U	III-A
KPO	San Francisco, Cal.	50,000	680	680	U	I-B
KPOF	Denver, Colo.	1,000	880	910	S-KFKA	III-A
KPPC	Pasadena, Cal.	250	1210	1240	S-KFXM	IV
KPQ	Wenatchee, Wash.	250	1500	1490	U	IV
KPRC	Houston, Tex.	1,000 5,000—LS	920	950	U	III-A
KQV	Pittsburgh, Pa.	1,000	1380	1410	U	III-B
KQW	San Jose, Cal.	5,000	1010	740	U	II
KRBA	Lufkin, Tex.	250	1310	1340	U	IV
KRBC	Abilene, Tex.	250	1420	1450	U	IV
KRBM	Bozeman, Mont.	250	1420	1450	U	IV
KRE	Berkeley, Cal.	250	1370	1400	U	IV
KRGV	Weslaco, Tex.	1,000	1260	1290	U	III-A
KRIC	Beaumont, Tex.	250	1420	1450	U	IV
KRIS	Corpus Christi, Tex.	500 (Proposed 1,000)	1330	1360	U	III-B III-A
KRKD	Los Angeles, Cal.	1,000 2,500—LS	1120	1150	S-KFSG	III-A
KRKO	Everett, Wash.	250	1370	1400	S-KEVR	IV
KRLC	Lewiston, Idaho	250	1390	1420	U	IV
KRLD	Dallas, Tex.	50,000	1040	1080	U	I-B
KRLH	Midland, Tex.	250	1420	1450	U	IV
KRMC	Jamestown, N. D.	250	1370	1400	U	IV
KRMD	Shreveport, La.	250	1310	1340	U	IV
KRNR	Roseburg, Ore.	250	1500	1490	U	IV
KRNT	Des Moines, Ia.	1,000 5,000—LS	1320	1350	U	III-A
KROC	Rochester, Minn.	250	1310	1340	U	IV
KROD	El Paso, Tex.	250	1500	1490	U	IV
KROW	Oakland, Cal.	1,000	930	960	U	III-A
KROY	Sacramento, Cal.	250	1210	1240	U	IV
KRRV	Sherman, Tex.	1,000	880	910	U	III-B
KRSC	Seattle, Wash.	1,000	1120	1150	U	III-A
KSAC	Manhattan, Kan.	500 1,000—LS	580	580	S-WIBW	III-B
KSAL	Salina, Kan.	500 1,000—LS	1120	1150	U	III-B
KSAM	Huntsville, Tex.	250	1500	1490	U	IV
KSAN	San Francisco, Cal.	250	1420	1450	U	IV
KSCJ	Sioux City, Ia.	5,000	1330	1360	U	III-A
KSD	St. Louis, Mo.	1,000 5,000—LS	550	550	U	III-B
KSEI	Pocatello, Ida.	250 1,000—LS	900	930	U	III-B
KSFO	San Francisco, Cal.	1,000 5,000—LS	560	560	U	III-A
KSL	Salt Lake City, Utah	50,000	1130	1160	U	I-A
KSLM	Salem, Ore.	1,000	1360	1390	U	III-A
KSO	Des Moines, Ia.	1,000 5,000—LS	1430	1460	U	III-A

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
KSOO	Sioux Falls, S. D.	5,000	1110	1140	D	II
KSRO	Santa Rosa, Cal.	250	1310	1340	U	IV
KSTP	St. Paul, Minn.	50,000	1460	1500	U	I-B
KSUB	Cedar City, Utah	250	1310	1340	U	IV
KSUN	Lowell, Ariz.	250	1200	1230	U	IV
KTAR	Phoenix, Ariz.	5,000	620	620	U	III-A
KTBC	Austin, Tex.	1,000	1120	1150	SHD-WTAW	III
KTBS	Shreveport, La.	1,000	1450	1480	U	III-B
KTEM	Temple, Tex.	250	1370	1400	U	IV
KTFI	Twin Falls, Ida.	1,000	1240	1270	U	III-A
KTHS	Hot Springs, Ark.	10,000 (Proposed 50,000)	1040	1090	U	I-B
KTKC	Visalia, Cal.	1,000	890	920	U	III-B
KTMS	Santa Barbara, Cal.	500	1220	1250	U	III-B
KTOH	Lihue, T. H.	250	1500	1490	U	IV
KTOK	Oklahoma City, Okla.	250	1370	1400	U	IV
KTRB	Modesto, Cal.	250	740	860	D	II
KTRH	Houston, Tex.	1,000 5,000—LS	1290	1320	U	III-A
KTRI	Sioux City, Ia.	250	1420	1450	U	IV
KTSA	San Antonio, Tex.	1,000 5,000—LS	550	550	U	III-A
KTSM	El Paso, Tex.	500	1350	1380	U	III-B
KTSW	Emporia, Kan.	250	1370	1400	U	IV
KTUC	Tucson, Ariz.	250	1370	1400	U	IV
KTUL	Tulsa, Okla.	5,000	1400	1430	U	III-A
KTW	Seattle, Wash.	1,000	1220	1250	S-KWSC	III-A
KUIN	Grants Pass, Ore.	250	1310	1340	U	IV
KUJ	Walla Walla, Wash.	250	1370	1400	U	IV
KUOA	Siloam Springs, Ark.	5,000	1260	1290	D	III
KUSD	Vermillion, S. D.	500	890	920	S-KFNF	III-B
KUTA	Salt Lake City, Utah	250	1500	1490	U	IV
KVAK	Atchison, Kan.	250	1420	1450	U	IV
KVAN	Vancouver, Wash.	250	880	910	D	IV
KVCV	Redding, Cal.	250	1200	1230	U	IV
KVEC	San Luis Obispo, Cal.	250	1200	1230	U	IV
KVFD	Ft. Dodge, Ia.	250	1370	1400	SH	IV
KVGB	Great Bend, Kan.	250	1370	1400	U	IV
KVI	Tacoma, Wash.	1,000 5,000—LS	570	570	U	III-A
KVIC	Victoria, Tex.	250	1310	1340	U	IV
KVNU	Logan, Utah	250	1200	1230	U	IV
KVOA	Tucson, Ariz.	1,000	1260	1290	U	III-A
KVOD	Denver, Colo.	1,000	630	630	U	III-A
KVOE	Santa Ana, Cal.	250	1500	1490	U	IV
KVOL	Lafayette, La.	250	1310	1340	U	IV
KVOO	Tulsa, Okla.	25,000 (Proposed 50,000)	1140	1170	U	I-B
KVOR	Colorado Springs, Colo.	1,000	1270	1300	U	III-A
KVOS	Bellingham, Wash.	250	1200	1230	U	IV
KVOX	Moorhead, Minn.	250	1310	1340	U	IV
KVRS	Rock Springs, Wyo.	250	1370	1400	U	IV
KVSF	Santa Fe, N. M.	250	1310	1340	U	IV
KVSO	Ardmore, Okla.	250	1210	1240	U	IV
KVWC	Vernon, Tex.	250	1500	1490	U	IV
KWAL	Wallace, Ida.	250	1420	1450	U	IV
KWAT	Watertown, S. D.	250	1210	1240	U	IV
KWBG	Hutchinson, Kan.	250	1420	1450	U	IV
KWEW	Hobbs, N. M.	250	1500	1490	U	IV
KWFC	Hot Springs, Ark.	250	1310	1340	U	IV
KWFT	Wichita Falls, Tex.	1,000 5,000—LS	620	620	U	III-A
KWG	Stockton, Cal.	250	1200	1230	U	IV
KWJB	Globe, Ariz.	250	1210	1240	U	IV
KWJJ	Portland, Ore.	500	1060 SA-1040	1080	L-KRLD, WTIC	II
KWK	St. Louis, Mo.	5,000	1350	1380	U	III-A
KWKH	Shreveport, La.	50,000	1100	1130	U	II
KWLC	Decorah, Ia.	100	1270	1300	D-S-KGCA	IV
KWLK	Longview, Wash.	250	1370	1400	U	IV
KWLM	Willmar, Minn.	250	1310	1340	U	IV
KWNO	Winona, Minn.	250	1200	1230	U	IV
KWOC	Poplar Bluff, Mo.	250	1310	1340	U	IV
KWOS	Jefferson City, Mo.	250	1310	1340	U	IV
KWSC	Pullman, Wash.	5,000	1220	1250	S-KTW	III-A
KWTO	Springfield, Mo.	1,000 5,000 (5 to 6 a.m.)	560	560	D(5 a.m. to local sunset)	III
KWYO	Sheridan, Wyo.	250	1370	1400	U	IV
KXA	Seattle, Wash.	1,000	760	770	L-WJZ	II
KXL	Portland, Ore.	250	1420	1450	S-KBPS	IV
KXO	El Centro, Cal.	250	1500	1490	U	IV
KXOK	St. Louis, Mo.	5,000	630	630	U	III-A
KXOX	Sweetwater, Tex.	250	1210	1240	U	IV
KXRO	Aberdeen, Wash.	250	1310	1340	U	IV
KXYZ	Houston, Tex.	1,000	1440	1470	U	III-A
KYA	San Francisco, Cal.	1,000 5,000—LS	1230	1260	U	III-A
KYAN	Cheyenne, Wyo.	250	1370	1400	U	IV
KYCA	Prescott, Ariz.	250	1500	1490	U	IV
KYOS	Merced, Cal.	250	1040	1080	D	II
KYSM	Mankato, Minn.	250	1500	1230	U	IV
KYUM	Yuma, Ariz.	250	1210	1240	U	IV
KYW	Philadelphia, Pa.	10.000	1020	1060	U	I-B
WAAB	Boston, Mass.	1,000	1410	1440	U	III-A
WAAF	Chicago, Ill.	1,000	920	950	D	III
WAAT	Jersey City, N. J.	1,000	940	970	U	III-B
WABC	New York, N. Y.	50,000	860	880	U	I-A
WABI	Bangor, Me.	250	1200	1230	U	IV
WABY	Albany, N. Y.	250	1370	1400	U	IV
WACO	Waco, Tex.	250	1420	1450	U	IV
WADC	Akron, O.	5,000	1320	1350	U	III-A
WAGA	Atlanta, Ga.	500 1,000—LS	1350	1480	U	III-B
WAGF	Dothan, Ala.	250	1370	1400	U	IV
WAGM	Presque Isle, Me.	250	1420	1450	U	IV
WAIM	Anderson, S. C.	250	1200	1230	U	IV
WAIR	Winston-Salem, N. C.	250	1250	1280	D	IV
WAJR	Morgantown, W. Va.	250	1200	1230	U	IV
WAKR	Akron, O.	1,000	1530	1590	U	III-B
WALA	Mobile, Ala.	1,000	1380	1410	U	III-A
WALB	Albany, Ga.	1,000	1230	1260	D	III
WAML	Laurel, Miss.	250	1310	1340	U	IV
WAOV	Vincennes, Ind.	250	1420	1450	U	IV
WAPI	Birmingham, Ala.	5,000 (Proposed 50,000)	1140	1070	U	II
WAPO	Chattanooga, Tenn.	500 1,000—LS	1420	1150	U	III-B
WARD	Brooklyn, N. Y.	500	1400	1430	S-WBBC, WLTH, WVFW	III-B
WARM	Scranton, Pa.	250	1370	1400	U	IV
WASH	Grand Rapids, Mich.	500	1270	1300	S-WOOD	III-B
WATL	Atlanta, Ga.	250	1370	1400	U	IV
WATR	Waterbury, Conn.	250	1290	1320	U	IV
WATW	Ashland, Wis.	250	1370	1400	U	IV
WAVE	Louisville, Ky.	5,000	940	970	U	III-A
WAWZ	Zarephath, N. J.	1,000	1350	1380	S-WBNX	III-A
WAYX	Waycross, Ga.	250	1200	1230	U	IV
WAZL	Hazleton, Pa.	250	1420	1450	U	IV
WBAA	West Lafayette, Ind.	500 1,000—LS	890	920	SH	III-B
WBAB	Atlantic City, N. J.	250	1200	1230	U	IV
WBAL	Baltimore, Md.	10,000 (Proposed 50,000)	1060	1090	U	I-B
WBAP	Fort Worth, Tex.	50,000	800	820	S-WFAA	I-A
WBAX	Wilkes-Barre, Pa.	250	1210	1240	U	IV
WBBC	Brooklyn, N. Y.	500	1400	1430	S-WARD, WLTH, WVFW	III-B
WBBL	Richmond, Va.	250	1210	1240	SH	IV
WBBM	Chicago, Ill.	50,000	770	780	U	I-A
WBBR	Brooklyn, N. Y.	1,000	1300	1330	S-WEVD, WHAZ	III-B
WBBZ	Ponca City, Okla.	250	1200	1230	U	IV
WBCM	Bay City, Mich.	500 1,000—LS	1410	1440	U	III-B
WBEN	Buffalo, N. Y.	1,000 5,000—LS	900	930	U	III-A
WBHP	Huntsville, Ala.	250	1200	1230	U	IV
WBIG	Greensboro, N. C.	1,000 5,000—LS (Proposed 5,000)	1440	1470	U	III-B III-A
WBIR	Knoxville, Tenn.	250	1210	1240	U	IV
WBLK	Clarksburg, W. Va.	250	1370	1400	U	IV
WBML	Macon, Ga.	250	1420	1240	U	IV
WBNS	Columbus, O.	1,000 5,000—LS	1430	1460	U	III-B
WBNX	New York City	5,000	1350	1380	S-WAWZ	III-A
WBNY	Buffalo, N. Y.	250	1370	1400	S-WSVS	IV
WBOC	Salisbury, Md.	250	1500	1490	U	IV
WBOW	Terre Haute, Ind.	250	1200	1230	U	IV
WBRB	Red Bank, N. J.	250	1210	1240	S-WFAS, WGBB	IV
WBRC	Birmingham, Ala.	1,000 5,000—LS	930	960	U	III-A
WBRE	Wilkes-Barre, Pa.	250	1310	1340	U	IV
WBRK	Pittsfield, Mass.	250	1310	1340	U	IV
WBRW	Welch, W. Va.	250	1310	1340	U	IV
WBRY	Waterbury, Conn.	1,000	1530	1590	U	III-A
WBT	Charlotte, N. C.	50,000	1080	1110	U	I-B
WBTH	Williamson, W. Va.	250	1370	1400	U	IV
WBTM	Danville, Va.	250	1370	1400	U	IV
WBZ	Boston, Mass.	50,000	990	1030	U-Syncrhconized with WBZA	I-B
WBZA	Boston, Mass.	1,000	990	1030	U-Synchronized with WBZ	Spec.
WCAD	Canton, N. Y.	500	1220	1250	SHD	III
WCAE	Pittsburgh, Pa.	5,000	1220	1250	U	III-A
WCAL	Northfield, Minn.	5,000	760	770	S-WLB (1/3 daytime)	II
WCAM	Camden, N. J.	500	1280	1310	S-WCAP, WTNJ	III-B
WCAO	Baltimore, Md.	500 1,000—LS	600	600	U	III-B
WCAP	Asbury Park, N. J.	500	1280	1310	S-WCAM, WTNJ	III-B
WCAR	Pontiac, Mich.	1,000	1100	1130	D	II
WCAT	Rapid City, S. D.	250	1200	1230	U	IV
WCAU	Philadelphia, Pa.	50,000	1170	1200	U	I-A
WCAX	Burlington, Vt.	250	1200	1230	U	IV
WCAZ	Carthage, Ill.	100	1070	1080	D	II
WCBA	Allentown, Pa.	500 (Proposed 5,000)	1440	1470	S-WSAN	III-B III-A

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
WCBD	Chicago, Ill.	5,000	1080	1110	L-WBT, KFAB S-WMBI	II
WCBI	Columbus, Miss.	250	1370	1400	U	IV
WCBM	Baltimore, Md.	250	1370	1400	U	IV
WCBS	Springfield, Ill.	250	1420	1450	U	IV
WCBT	Roanoke Rapids, N. C.	250	1200	1230	U	IV
WCCO	Minneapolis, Minn.	50,000	810	830	U	I-A
WCED	DuBois, Pa.	250	1200	1230	U	IV
WCFL	Chicago, Ill.	5,000 (Proposed 50,000)	970	1000	U	II I-B
WCHS	Charleston, W. Va.	500 5,000—LS	580	580	U	III-B
WCHV	Charlottesville, Va.	250	1420	1450	U	IV
WCKY	Cincinnati, O.	50,000	1490	1530	U	I-B
WCLE	Cleveland, O.	500	610	610	D	III
WCLO	Janesville, Wis.	250	1200	1230	U	IV
WCLS	Joliet, Ill.	250	1310	1340	U	IV
WCMI	Ashland, Ky.	250	1310	1340	U	IV
WCNC	Elizabeth City, N. C.	250	1370	1400	U	IV
WCNW	Brooklyn, N. Y.	250	1500	1490	SH-WWRL	IV
WCOA	Pensacola, Fla.	500 1,000—LS	1340	1370	U	III-B
WCOC	Meridian, Miss.	1,000	880	910	U	III-A
WCOL	Columbus, O.	250	1200	1230	U	IV
WCOP	Boston, Mass.	500	1120	1150	D	III
WCOS	Columbia, S. C.	250	1370	1400	U	IV
WCOU	Lewiston, Me.	250	1210	1240	U	IV
WCOV	Montgomery, Ala.	250	1210	1240	U	IV
WCPO	Cincinnati, O.	250	1200	1230	U	IV
WCRW	Chicago, Ill.	250	1210	1240	SH-WEDC, WSBC	IV
WCSC	Charleston, S. C.	500 1,000—LS (Proposed 1,000)	1360	1390	U	III-B III-A
WCSH	Portland, Me.	5,000	940	970	U	III-A
WDAE	Tampa, Fla.	5,000	1220	1250	U	III-A
WDAF	Kansas City, Mo.	5,000	610	610	U	III-A
WDAK	West Point, Ga.	250	1310	1340	U	IV
WDAN	Danville, Ill.	250	1500	1490	U	IV
WDAS	Philadelphia, Pa.	250	1370	1400	U	IV
WDAY	Fargo, N. D.	5,000	940	970	U	III-A
WDBJ	Roanoke, Va.	1,000 5,000—LS	930	960	U	III-A
WDBO	Orlando, Fla.	1,000 5,000—LS	580	580	U	III-A
WDEF	Chattanooga, Tenn.	250	1370	1400	U	IV
WDEL	Wilmington, Del.	250 1,000—LS	1120	1150	U	III-B
WDEV	Waterbury, Vt.	1,000	550	550	D	III
WDGY	Minneapolis, Minn.	1,000 5,000—LS	1180 CP-1100	1130	D to 8 p.m.	II
WDLP	Panama City, Fla.	250	1200	1230	U	IV
WDMJ	Marquette, Mich.	250	1310	1340	U	IV
WDNC	Durham, N. C.	250	1500	1490	U	IV
WDOD	Chattanooga, Tenn.	1,000 5,000—LS	1280	1310	U	III-A
WDRC	Hartford, Conn.	5,000	1330	1360	U	III-A
WDSM	Superior, Wis.	250	1200	1230	U	IV
WDSU	New Orleans, La.	1,000	1250	1280	U	III-A
WDWS	Champaign, Ill.	250	1370	1400	U	IV
WDZ	Tuscola, Ill.	1,000	1020	1050	D	II
WEAF	New York City	50,000	660	660	U	I-A
WEAN	Providence, R. I.	1,000 5,000—LS	780	790	U	III-A
WEAU	Eau Claire, Wis.	1,000 5,000—LS	1050	1070	L-KFBI	II
WEBC	Duluth, Minn.	1,000 5,000—LS	1290	1320	U	III-A
WEBQ	Harrisburg, Ill.	250	1210	1240	U	IV
WEBR	Buffalo, N. Y.	250	1310	1340	U	IV
WEDC	Chicago, Ill.	250	1210	1240	SH-WCRW, WSBC	IV
WEED	Rocky Mount, N. C.	250	1420	1450	U	IV
WEEI	Boston, Mass.	5,000	590	590	U	III-A
WEEU	Reading, Pa.	1,000	830	850	D	II
WELI	New Haven, Conn.	250 500—LS	930	960	U	III-B
WELL	Battle Creek, Mich.	250	1320	1400	U	IV
WEMP	Milwaukee, Wis.	250	1310	1340	U	IV
WENR	Chicago, Ill.	50,000	870	890	S-WLS	I-A
WENY	Elmira, N. Y.	250	1200	1230	U	IV
WEOA	Evansville, Ind.	250	1370	1400	U	IV
WERC	Erie, Penna.	250	1500	1490	U	IV
WEST	Easton, Pa.	250	1200	1230	U	IV
WESX	Salem, Mass.	250	1200	1230	U	IV
WEVD	New York City	1,000	1300	1330	S-WBBR, WHAZ	III-B
WEW	St. Louis, Mo.	1,000	760	770	D	II
WEXL	Royal Oak, Mich.	250	1310	1340	U	IV
WFAA	Dallas, Tex.	50,000	800	820	S-WBAP	I-A
WFAM	South Bend, Ind.	250	1200	1230	U-D S-WWAE-N	IV
WFAS	White Plains, N. Y.	250	1210	1240	S-WBRB, WGBB	IV
WFBC	Greenville, S. C.	5,000	1300	1330	U	III-A
WFBG	Altoona, Pa.	250	1310	1340	U	IV
WFBL	Syracuse, N. Y.	5,000	1360	1390	U	III-A
WFBM	Indianapolis, Ind.	5,000	1230	1260	U	III-A
WFBR	Baltimore, Md.	1,000 5,000—LS	1270	1300	U	III-A
WFCI	Providence, R. I.	1,000	1000	1420	U	III-B
WFDF	Flint, Mich.	250	1310 CP-880	1340	U	IV
WFEA	Manchester, N. H.	500 1,000—LS	1340	1370	U	III-B
WFHR	Wisconsin Rapids, Wis.	250	1310	1340	U	IV
WFIG	Sumter, S. C.	250	1310	1340	U	IV
WFIL	Philadelphia, Pa.	1,000	560	560	U	III-A
WFLA	Tampa, Fla.	5,000	620	620	SH-WSUN	III-A
WFMD	Frederick, Md.	500	900	930	D	III
WFMJ	Youngstown, O.	250	1420	1450	U	IV
WFNC	Fayetteville, N. C.	250	1340	1370	D	IV
WFOR	Hattiesburg, Miss.	250	1370	1400	U	IV
WFOY	St. Augustine, Fla.	250	1210	1240	U	IV
WFPG	Atlantic City, N. J.	250	1420	1450	U	IV
WFTC	Kinston, N. C.	250	1200	1230	U	IV
WFTL	Ft. Lauderdale, Fla.	250	1370	1400	U	IV
WFTM	Fort Myers, Fla.	250	1210	1240	U	IV
WFVA	Fredericksburg, Va.	250	1260	1290	D	IV
WGAC	Augusta, Ga.	250	1210	1240	U	IV
WGAL	Lancaster, Pa.	250	1500	1490	U	IV
WGAN	Portland, Me.	500	640 CP-580	640	L-KFI	II
WGAR	Cleveland, O.	1,000 5,000—LS	1450	1480	U	III-B
WGAU	Athens, Ga.	250	1310	1340	U	IV
WGBB	Freeport, N. Y.	250	1210	1240	S-WBRB, WFAS	IV
WGBF	Evansville, Ind.	1,000 5,000—LS	630 CP-1250	1280	U	III-B
WGBI	Scranton, Pa.	500 1,000—LS	880	910	S-WQAN	III-B
WGBR	Goldsboro, N. C.	250	1370	1400	U	IV
WGCM	Gulfport, Miss.	250	1210	1240	U	IV
WGES	Chicago, Ill.	500 1,000—LS (Sunday)	1360	1390	S-WSBT	III-B
WGGA	Gainesville, Ga.	250	1210	1240	U	IV
WGH	Newport News, Va.	250	1310	1340	U	IV
WGIL	Galesburg, Ill.	250	1500	1400	U	IV
WGKV	Charleston, W. Va.	250	1500	1490	U	IV
WGL	Ft. Wayne, Ind.	250	1370	1450	U	IV
WGMA	Schenectady, N. Y.	250	1210	1240	U	IV
WGN	Chicago, Ill.	50,000	720	720	U	I-A
WGNC	Gastonia, N. C.	250	1420	1450	U	IV
WGNY	Newburgh, N. Y.	250	1220	1250	D	IV
WGOV	Valdosta, Ga.	250	1420	1450	U	IV
WGPC	Albany, Ga.	250	1420	1450	U	IV
WGR	Buffalo, N. Y.	1,000 5,000—LS	550	550	U	III-B
WGRB	Grands Rapids, Mich.	250	1200	1230	U	IV
WGRC	New Albany, Ind.	250	1370	1400	U	IV
WGRM	Greenwood, Miss.	250	1210	1240	U	IV
WGST	Atlanta, Ga.	1,000 5,000—LS	890	920	U	III-A
WGTC	Greenville, N. C.	250	1500	1490	U	IV
WGTM	Wilson, N. C.	250	1310	1340	U	IV
WGY	Schenectady, N. Y.	50,000	790	810	U	I-B
WHA	Madison, Wis.	5,000	940	970	D	III
WHAI	Greenfield, Mass.	250	1210	1240	U	IV
WHAL	Saginaw, Mich.	500	950	980	D	III
WHAM	Rochester, N. Y.	50,000	1150	1180	U	I-A
WHAS	Louisville, Ky.	50,000	820	840	U	I-A
WHAT	Philadelphia, Pa.	250	1310	1340	S-WTEL	IV
WHAZ	Troy, N. Y.	1,000	1300	1330	S-WBBR WEVD	III-B
WHB	Kansas City, Mo.	1,000	860	880	D	II
WHBB	Selma, Ala.	250	1500	1490	U	IV
WHBC	Canton, O.	250	1200	1230	U	IV
WHBF	Rock Island, Ill.	1,000	1240	1270	U	III-B
WHBI	Newark, N. J.	1,000 2,500—LS	1250	1280	S-WNEW	III-A
WHBL	Sheboygan, Wis.	250 1,000—LS	1300	1330	U	III-B
WHBQ	Memphis, Tenn.	250	1370	1400	U	IV
WHBU	Anderson, Ind.	250	1210	1240	U	IV
WHBY	Appleton, Wis.	250	1200	1230	U	IV
WHCU	Ithaca, N. Y.	1,000	850	870	L-WWL	II
WHDF	Calumet, Mich.	250	1370	1400	U	IV
WHDH	Boston, Mass.	1,000	830	850	L-KOA	II
WHDL	Olean, N. Y.	250	1400—D CP-1420—U	1450	U	IV
WHEB	Portsmouth, N. H.	1,000	740	750	L-WSB	II
WHEC	Rochester, N. Y.	500 1,000—LS	1430	1460	U	III-B
WHFC	Cicero, Ill.	250	1420	1450	U	IV
WHIO	Dayton, O.	1,000 5,000—LS	1260	1290	U	III-A
WHIP	Hammond, Ind.	5,000	1480	1520	6:00 a.m. to LS at Buffalo, N. Y.	II
WHIS	Bluefield, W. Va.	500 1,000—LS	1410	1440	U	III-B
WHIZ	Zanesville, O.	250	1210	1240	U	IV
WHJB	Greensburg, Pa.	250	620	620	D	IV
WHK	Cleveland, O.	5,000	1390	1420	U	III-A
WHKC	Columbus, O.	500	640	640	L-KFI	II

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
WHKY	Hickory, N. C.	250	1370	1400	U	IV
WHLB	Virginia, Minn.	250	1370	1400	U	IV
WHLD	Niagara Falls, N. Y.	1,000	1260	1290	D	III
WHLS	Port Huron, Mich.	250	1370	1450	U	IV
WHMA	Anniston, Ala.	250	1420	1450	U	IV
WHN	New York City	1,000 5,000—LS	1010	1050	U	II
WHO	Des Moines, Ia.	50,000	1000	1040	U	I-A
WHOM	Jersey City, N. J.	500 1,000—LS	1450	1560	U	II
WHOP	Hopkinsville, Ky.	250	1200	1230	U	IV
WHP	Harrisburg, Pa.	1,000 5,000—LS	1430	1460	U	III-B
WHUB	Cookeville, Tenn.	250	1370	1400	U	IV
WIBA	Madison, Wis.	1,000 5,000—LS	1280	1310	U	III-A
WIBC	Indianapolis, Ind.	1,000	1050	1070	D	II
WIBG	Glenside, Pa.	1,000	970	990	D	II
WIBM	Jackson, Mich.	250	1370	1450	U	IV
WIBU	Poynette, Wis.	250	1210	1240	U	IV
WIBW	Topeka, Kan.	1,000 5,000—LS	580	580	S-KSAC	III-A
WIBX	Utica, N. Y.	250	1200	1230	U	IV
WICA	Ashtabula, O.	1,000	940	970	D	III
WICC	Bridgeport, Conn.	500 1,000—LS	600	600	U	III-B
WIL	St. Louis, Mo.	250	1200	1230	U	IV
WILL	Urbana, Ill.	5,000	580	580	D	III
WILM	Wilmington, Del.	250	1420	1450	U	IV
WIND	Gary, Ind.	1,000 5,000—LS	560	560	U	III-A
WING	Dayton, O.	250 500—LS (Proposed 5,000)	1380	1410	U	III-B III-A
WINN	Louisville, Ky.	250	1210	1240	U	IV
WINS	New York City	1,000	1180	1000	L-WCFL	II
WINX	Washington, D. C.	250	1310	1340	U	IV
WIOD	Miami, Fla.	5,000	610	610	U	III-A
WIP	Philadelphia, Pa.	5,000	610	610	U	III-A
WIRE	Indianapolis, Ind.	5,000	1300	1430	U	III-A
WIS	Columbia, S. C.	1,000 5,000—LS	560	560 DA-N	U	III-A
WISE	Asheville, N. C.	250	1370	1400	U	IV
WISN	Milwaukee, Wis.	250 1,000—LS (Proposed 1,000 5,000—LS)	1120	1150	U	III-B III-A
WIZE	Springfield, O.	250	1310	1340	U	IV
WJAC	Johnstown, Pa.	250	1370	1400	U	IV
WJAG	Norfolk, Neb.	1,000	1060	780	L-WBBM	II
WJAR	Providence, R. I.	1,000 5,000—LS	890	920	U	III-A
WJAS	Pittsburgh, Pa.	1,000 5,000—LS	1290	1320	U	III-A
WJAX	Jacksonville, Fla.	1,000 5,000—LS	900	930	U	III-A
WJBC	Bloomington, Ill.	250	1200	1230	U	IV
WJBK	Detroit, Mich.	250	1500	1490	U	IV
WJBO	Baton Rouge, La.	1,000	1120	1150	U	III-A
WJBW	New Orleans, La.	250	1200	1230	U	IV
WJBY	Gadsden, Ala.	250	1210	1240	U	IV
WJDX	Jackson, Miss.	1,000 5,000—LS	1270	1300	U	III-A
WJEJ	Hagerstown, Md.	250	1210	1240	U	IV
WJHL	Johnson City, Tenn.	250	1200 CP-880	1230	U	IV
WJHO	Opelika, Ala.	250	1370	1400	U	IV
WJHP	Jacksonville, Fla.	250	1290	1320	U	IV
WJIM	Lansing, Mich.	250	1210	1240	U	IV
WJJD	Chicago, Ill.	20,000	1130	1160	L-KSL	II
WJLS	Beckley, W. Va.	250	1210	1240	U	IV
WJMC	Rice Lake, Wis.	250	1210	1240	U	IV
WJMS	Ironwood, Mich.	250	1420	1450	U	IV
WJNO	W. Palm Beach, Fla.	250	1200	1230	U	IV
WJPF	Herrin, Ill.	250	1310	1340	U	IV
WJPR	Greenville, Miss.	250	1310	1340	U	IV
WJR	Detroit, Mich.	50,000	750	760	U	I-A
WJRD	Tuscaloosa, Ala.	250	1200	1230	U	IV
WJSV	Washington, D. C.	50,000	1460	1500	U	I-B
WJTN	Jamestown, N. Y.	250	1210	1240	U	IV
WJW	Akron, O.	250	1210	1240	U	IV
WJZ	New York City	50,000	760	770	U	I-A
WKAQ	San Juan, Puerto Rico	1,000	1240 CP-620	1270	U	III-A
WKAR	East Lansing, Mich.	5,000	850	870	D	II
WKAT	Miami Beach, Fla.	1,000	1500 CP-1330	1360	U	III-B
WKBB	Dubuque, Ia.	250	1500	1490	U	IV
WKBH	LaCrosse, Wis.	1,000	1380	1410	U	III-A
WKBN	Youngstown, O.	500 1,000—LS	570	570	SH-WOSU	III-B
WKBO	Harrisburg, Pa.	250	1200	1230	U	IV
WKBV	Richmond, Ind.	250	1500	1490	U	IV
WKBW	Buffalo, N. Y.	5,000 (Proposed 10,000)	1480	1520	U	II I-B
WKBZ	Muskegon, Mich.	250	1500	1490	U	IV
WKEU	Griffin, Ga.	250	1500	1450	U	IV
WKIP	Poughkeepsie, N. Y.	250	1420	1450	U	IV
WKNE	Keene, N. H.	1,000	1260	1290	U	III-A
WKNY	Kingston, N. Y.	250	1500	1490	U	IV
WKOK	Sunbury, Pa.	250	1210	1240	U	IV
WKPA	New Kensington, Pa.	250	1120	1150	D	IV
WKPT	Kingsport, Tenn.	250	1370	1400	U	IV
WKRC	Cincinnati, O.	1,000 5,000—LS	550	550	U	III-B
WKST	New Castle, Pa.	1,000	1250	1280	D	III
WKY	Oklahoma City, Okla.	1,000 5,000—LS	900	930	U	III-A
WKZO	Kalamazoo, Mich.	1,000	590	590	U	III-B
WLAC	Nashville, Tenn.	5,000 (Proposed 50,000)	1470	1510	U	II I-B
WLAF	Salina, N. Y.	1,000	620	620	U	III-B
WLAK	Lakeland, Fla.	250	1310	1340	U	IV
WLAP	Lexington, Ky.	250	1420	1450	U	IV
WLAV	Grand Rapids, Mich.	250	1310	1340	U	IV
WLAW	Lawrence, Mass.	1,000	680	680	D	II
WLB	Minneapolis, Minn.	5,000	760	770	S-WCAL (2/3 daytime)	II
WLBC	Muncie, Ind.	250	1310	1340	U	IV
WLBJ	Bowling Green, Ky.	250	1310	1340	U	IV
WLBL	Stevens Point, Wis.	5,000	900	930	D	III
WLBZ	Bangor, Me.	500 1,000—LS	620	620	U	III-B
WLEU	Erie, Pa.	250	1420	1450	U	IV
WLLH	Lowell, Mass.	250	1370	1400	U	IV
WLNH	Laconia, N. H.	250	1310	1340	U	IV
WLOF	Orlando, Fla.	250	1200	1230	U	IV
WLOG	Logan, W. Va.	250	1200	1230	U	IV
WLOK	Lima, O.	250	1210	1240	U	IV
WLOL	Minneapolis, Minn.	1,000	1300	1330	U	III-B
WLPM	Suffolk, Va.	250	1420	1450	U	IV
WLS	Chicago, Ill.	50,000	870	890	S-WENR	I-A
WLTH	New York City	500	1400	1430	S-WARD, WBBC, WVFW	III-B
WLVA	Lynchburg, Va.	250	1200	1230	U	IV
WLW	Cincinnati, O.	50,000	700	700	U	I-A
WMAL	Washington, D. C.	5,000	630	630	U	III-A
WMAM	Marinette, Wis.	250	570	570	D	IV
WMAN	Mansfield, O.	250	1370	1400	U	IV
WMAQ	Chicago, Ill.	50,000	670	670	U	I-A
WMAS	Springfield, Mass.	250	1420	1450	U	IV
WMAZ	Macon, Ga.	1,000 5,000—LS	1180	940	D to 9 p.m.	II
WMBC	Detroit, Mich.	250	1420	1400	U	IV
WMBD	Peoria, Ill.	1,000 5,000—LS (Proposed 5,000)	1440	1470	U	III-B III-A
WMBG	Richmond, Va.	1,000 5,000—LS	1350	1380	U	III-B
WMBH	Joplin, Mo.	250	1420	1450	U	IV
WMBI	Chicago, Ill.	5,000	1080	1110	L-WBT, KFAB S-WCBD	II
WMBO	Auburn, N. Y.	250	1310	1340	U	IV
WMBR	Jacksonville, Fla.	250	1370	1400	U	IV
WMBS	Uniontown, Pa.	250	1420 CP-590	1450	U	IV
WMC	Memphis, Tenn.	1,000 5,000—LS	780	790	U	III-A
WMCA	New York City	1,000 5,000—LS	570	570	U	III-A
WMEX	Boston, Mass.	5,000	1500 CP-1470	1510	U	II
WMFD	Wilmington, N. C.	250	1370	1400	U	IV
WMFF	Plattsburg, N. Y.	250	1310	1340	U	IV
WMFG	Hibbing, Minn.	250	1210	1240	U	IV
WMFJ	Daytona Beach, Fla.	250	1420	1450	U	IV
WMFR	High Point, N. C.	250	1200	1230	U	IV
WMGA	Moultrie, Ga.	250	1370	1400	U	IV
WMIN	St. Paul, Minn.	250	1370	1400	U	IV
WMJM	Cordele, Ga.	250	1500	1490	U	IV
WMMN	Fairmont, W. Va.	1,000 5,000—LS	890	920	U	III-A
WMOB	Mobile, Ala.	250	1200	1230	U	IV
WMOG	Brunswick, Ga.	250	1500	1490	U	IV
WMPC	Lapeer, Mich.	250	1200	1230	SH	IV
WMPS	Memphis, Tenn.	500 1,000—LS	1430	1460	U	III-B
WMRC	Greenville, S. C.	250	1500	1490	U	IV
WMRO	Aurora, Ill.	250	1250	1280	D	IV
WMRN	Marion, O.	250	1500	1490	U	IV
WMSD	Muscle Shoals City, Ala.	250	1420	1450	U	IV
WMSL	Decatur, Ala.	250	1370	1400	U	IV
WMT	Cedar Rapids, Ia.	1,000 5,000—LS	600	600	U	III-A
WMVA	Martinsville, Va.	250	1420	1450	U	IV
WMWH	Augusta, Ga.	250	1420	1450	U	IV
WNAB	Bridgeport, Conn.	250	1420	1450	U	IV
WNAC	Boston, Mass.	1,000 5,000—LS	1230	1260	U	III-A
WNAD	Norman, Okla.	1,000	1010	690	SH-KGGF	II
WNAX	Yankton, S. D.	1,000 5,000—LS	570	570	U	III-A
WNBC	New Britain, Conn.	1,000	1380	1410	U	III-B
WNBF	Binghamton, N. Y.	250	1500	1490	U	IV
WNBH	New Bedford, Mass.	250	1310	1340	U	IV
WNBZ	Saranac Lake, N. Y.	100	1290	1320	D	IV
WNEL	San Juan, Puerto Rico	1,000 2,500—LS	1290	1320	U	III-A

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
WNEW	New York City	1,000 5,000—LS	1250	1280	S-WHBI	III-A
WNLC	New London, Conn.	250	1500	1490	U	IV
WNOE	New Orleans, La.	250	1420	1450	U	IV
WNOX	Knoxville, Tenn.	1,000 5,000—LS	1010	990	U	II
WNYC	New York City	1,000	810	830	L-WCCO	II
WOAI	San Antonio, Tex.	50,000	1190	1210	U	I-A
WOC	Davenport, Ia.	250	1370	1450	U	IV
WOCB	Osterville, Mass.	250	1210	1240	U	IV
WOI	Ames, Ia.	5,000	640	640	D	II
WOKO	Albany, N. Y.	500 1,000—LS	1430	1460	U	III-B
WOL	Washington, D. C.	1,000	1230	1260	U	III-B
WOLF	Syracuse, N. Y.	250	1500	1490	U	IV
WOLS	Florence, S. C.	250	1200	1230	U	IV
WOMI	Owensboro, Ky.	250	1500	1490	U	IV
WOMT	Manitowoc, Wis.	250	1210	1240	U	IV
WOOD	Grand Rapids, Mich.	500	1270	1300	S-WASH	III-B
WOPI	Bristol, Tenn.	250	1500	1490	U	IV
WOR	Newark, N. J.	50,000	710	710	U	I-B
WORC	Worcester, Mass.	500	1280	1310	U	III-B
WORD	Spartanburg, S. C.	250	1370	1400	U	IV
WORK	York, Pa.	1,000	1320	1350	U	III-B
WORL	Boston, Mass.	500	920	950	D	III
WOSU	Columbus, O.	1,000	570	570	SH-WKBN	III-A
WOV	New York City	5,000 (Proposed 10,000)	1100	1130	U	II I-B
WOW	Omaha, Neb.	5,000	590	590	U	III-A
WOWO	Ft. Wayne, Ind.	10,000 (Proposed 50,000)	1160	1190	U	I-B
WPAB	Ponce, Puerto Rico	1,000	1340	1370	U	III-A
WPAD	Paducah, Ky.	250	1420	1450	U	IV
WPAR	Parkersburg, W. Va.	250	1420	1450	U	IV
WPAT	Paterson, N. J.	1,000	900	930	D	III
WPAX	Thomasville, Ga.	250	1210	1240	U	IV
WPAY	Portsmouth, O.	250	1370	1400	U	IV
WPEN	Philadelphia, Pa.	1,000	920	950	U	III-A
WPIC	Sharon, Pa.	1,000	780	790	D	III
WPID	Petersburg, Va.	250	1210	1240	U-Except Sunday when WBBL operates	IV
WPRA	Mayaguez, Puerto Rico	1,000 2,500—LS	780	790	U	III-A
WPRO	Providence, R. I.	5,000	630	630	U	III-A
WPRP	Ponce, Puerto Rico	1,000 5,000—LS	1420 CP-1480	1520	U	II
WPTF	Raleigh, N. C.	5,000	680	680	U	II
WQAM	Miami, Fla.	1,000	560	560	U	III-A
WQAN	Scranton, Pa.	500 1,000—LS	880	910	S-WGBI	III-B
WQBC	Vicksburg, Miss.	1,000	1360	1390	D	III
WQDM	St. Albans, Vt.	1,000	1390	1420	D	III
WQXR	New York City	5,000	1550	1600	U	III-A
WRAK	Williamsport, Pa.	250	1370	1400	U	IV
WRAL	Raleigh, N. C.	250	1210	1240	U	IV
WRAW	Reading, Pa.	250	1310	1340	U	IV
WRBL	Columbus, Ga.	250	1200	1230	U	IV
WRC	Washington, D. C.	5,000	950	980	U	III-A
WRDO	Augusta, Me.	250	1370	1400	U	IV
WRDW	Augusta, Ga.	250	1500	1490	U	IV
WREC	Memphis, Tenn.	1,000 5,000—LS	600	600	U	III-A
WREN	Lawrence, Kan.	1,000 5,000—LS	1220	1250	S-KFKU	III-A
WRGA	Rome, Ga.	250	1500	1490	U	IV
WRJF	Miles City, Mont.	250	1310	1340	U	IV
WRJN	Racine, Wis.	250	1370	1400	U	IV
WRNL	Richmond, Va.	1,000	880	910	U	III-B
WROK	Rockford, Ill.	500 1,000—LS	1410	1440	U	III-B
WROL	Knoxville, Tenn.	250	1310 CP-620	1340	U	IV
WRR	Dallas, Tex.	500 (Proposed 1,000)	1280	1310	U	III-B III-A
WRUF	Gainesville, Fla.	5,000	830	850	L-KOA	II
WRVA	Richmond, Va.	50,000	1110	1140	U	I-B
WSAI	Cincinnati, O.	5,000	1330	1360	U	III-A
WSAJ	Grove City, Pa.	250	1310	1340	SH	IV
WSAM	Saginaw, Mich.	250	1200	1230	SH	IV
WSAN	Allentown, Pa.	500 (Proposed 5,000)	1440	1470	S-WCBA	III-B III-A
WSAR	Fall River, Mass.	1,000	1450	1480	U	III-B
WSAU	Wausau, Wis.	250	1370	1400	U	IV
WSAV	Savannah, Ga.	250	1310	1340	U	IV
WSAY	Rochester, N. Y.	250	1210	1240	U	IV
WSAZ	Huntington, W. Va.	1,000	1190 CP-900	1210	L-WOAI	II
WSB	Atlanta, Ga.	50,000	740	750	U	I-A
WSBC	Chicago, Ill.	250	1210	1240	SH-WCRW, WEDC	IV
WSBT	South Bend, Ind.	500	1360	1390	S-WGES	III-B
WSFA	Montgomery, Ala.	500 1,000—LS	1410	1440	U	III-B
WSGN	Birmingham, Ala.	250	1310	1340	U	IV
WSIX	Nashville, Tenn.	250	1210	1240	U	IV
WSJS	Winston-Salem, N. C.	250	1310	1340	U	IV
WSKB	McComb, Miss.	250	1200	1230	U	IV
WSLB	Ogdensburg, N. Y.	250	1370	1400	U	IV
WSLI	Jackson, Miss.	250	1420	1450	U	IV
WSM	Nashville, Tenn.	50,000	650	650	U	I-A
WSMB	New Orleans, La.	5,000	1320	1350	U	III-A
WSNJ	Bridgeton, N. J.	250	1210	1240	U	IV
WSOC	Charlotte, N. C.	250	1210	1240	U	IV
WSOO	Sault Ste. Marie, Mich.	250	1200	1230	U	IV
WSOY	Decatur, Ill.	250	1310	1340	U	IV
WSPA	Spartanburg, S. C.	1,000	920	950	D	III
WSPB	Sarasota, Fla.	250	1420	1450	U	IV
WSPD	Toledo, O.	5,000	1340	1370	U	III-A
WSPR	Springfield, Mass.	500	1140	1210	L-WOAI	II
WSSJ	San Juan, Puerto Rico	250	1500	1490	U	IV
WSTP	Salisbury, N. C.	250	1500	1490	U	IV
WSTV	Steubenville, O.	250	1310	1340	SH-WSAJ	IV
WSUI	Iowa City, Ia.	1,000 5,000—LS	880	910	U	III-A
WSUN	St. Petersburg, Fla.	5,000	620	620	SH-WFLA	III-A
WSVA	Harrisonburg, Va.	1,000	550	550	D	III
WSVS	Buffalo, N. Y.	250	1370	1400	SH-D-WBNY	IV
WSYB	Rutland, Vt.	250	1500	1490	U	IV
WSYR	Syracuse, N. Y.	1,000	570	570	U	III-A
WTAD	Quincy, Ill.	1,000	900	930	D	III
WTAG	Worcester, Mass.	1,000 5,000—LS	580	580	U	III-A
WTAL	Tallahassee, Fla.	250	1310	1340	U	IV
WTAM	Cleveland, O.	50,000	1070	1100	U	I-A
WTAQ	Green Bay, Wis.	5,000	1330	1360	U	III-A
WTAR	Norfolk, Va.	1,000 5,000—LS	780	790	U	III-A
WTAW	College Station, Tex.	500	1120	1150	SH-D-KTBC	III
WTAX	Springfield, Ill.	250	1210	1240	U	IV
WTBO	Cumberland, Md.	250	800	820	L-WFAA, WBAP	II
WTCN	Minneapolis, Minn.	1,000 5,000—LS	1250	1280	U	III-A
WTCM	Traverse City, Mich.	250	1370	1400	U	IV
WTEL	Philadelphia, Pa.	250	1310	1340	S-WHAT	IV
WTHT	Hartford, Conn.	250	1200	1230	U	IV
WTIC	Hartford, Conn.	50,000	1040	1080	U	I-B
WTJS	Jackson, Tenn.	250	1310	1340	U	IV
WTMA	Charleston, S. C.	250	1210	1240	U	IV
WTMC	Ocala, Fla.	250	1500	1490	U	IV
WTMJ	Milwaukee, Wis.	1,000 5,000—LS	620	620	U	III-A
WTMV	E. St. Louis, Ill.	250	1500	1490	U	IV
WTNJ	Trenton, N. J.	500	1280	1310	S-WCAM, WCAP	III-B
WTOC	Savannah, Ga.	1,000 5,000—LS	1260	1290	U	III-A
WTOL	Toledo, O.	250	1200	1230	U	IV
WTRC	Elkhart, Ind.	250	1310	1340	U	IV
WTRY	Troy, N. Y.	1,000	950	980	D	III
WTSP	St. Petersburg, Fla.	250	1370	1400	U	IV
WVFW	Brooklyn, N. Y.	500	1400	1430	S-WARD, WBBC, WLTH	III-B
WWAE (Now WJOB)	Hammond, Ind.	250	1200	1230	U-D S-WFAM-N	IV
WWJ	Detroit, Mich.	1,000 5,000—LS	920	950	U	III-A
WWL	New Orleans, La.	50,000	850	870	U	I-A
WWNC	Asheville, N. C.	1,000	570	570	U	III-A
WWNY	Watertown, N. Y.	500	1270	1300	D	III
WWRL	Woodside, N. Y.	250	1500	1490	SH-WCNW	IV
WWSW	Pittsburgh, Pa.	250	1500	1490	U	IV
WWVA	Wheeling, W. Va.	5,000 (Proposed 50,000)	1160	1170	U	II I-B
WXYZ	Detroit, Mich.	1,000 5,000—LS	1240	1270	U	III-A
NEW	Tampa, Fla.	1,000 5,000—LS	940	970	U	III-B

Definitions of Station Classes Under Reallocation

C—Classes of Stations and Use of The Several Classes of Channels

1. *Classes of stations* — Broadcast stations are divided into four principal classes, to be designated Class I, Class II, Class III, and Class IV, respectively.

2. *Definitions of classes*—The four classes of broadcast stations are defined as follows:

Class I: A dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Class I stations are subdivided into two classes:

Class I-A: A Class I station which operates with power of 50 kw or more and which has its primary service area, within the limits of the country in which the station is located, free from objectionable interference from other stations on the same and adjacent channels, and its secondary service area, within the same limits, free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

Class I-B: A Class I station which operates with power of not less than 10 kw or more than 50 kw and which has its primary service area free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

(a) When two Class I-B stations on the same channel are separated by a distance of 2800 miles or more, neither station shall be required to install a directional antenna.

(b) When two Class I-B stations on the same channel are separated by a distance of more than 1800 miles and less than 2800 miles, it will, in the absence of proof to the contrary, be assumed that each station is free of objectionable interference caused by the other and neither shall be required to install directional antennae or take other precautions to avoid such interference. In case the existence of objectionable interference is proved, the governments concerned will consult with each other regarding the desirability and practicality of installation of directional antennae or the taking of other precautions to eliminate the interference and will determine by special arrangement the measures, if any, to be taken.

(c) When two Class I-B stations on the same channel are separated by a distance less than 1800 miles, it will, in the absence of proof to the contrary, be assumed that the installation of directional antennae or the taking of other precautions to avoid interference is necessary, and the governments concerned will consult with each other and will take such measures as may be agreed upon between them to the end that the objectionable interference may be reduced or eliminated.

Class II: A "secondary" station which operates on a clear channel and is designed to render service over a primary service area which, depending on geographical location and power used, may be relatively large, but which is limited by and subject to such interference as may be received from Class I stations. A station of this class shall operate with power of not less than 0.25 kw. or more than 50 kw. Whenever necessary a Class II station shall use a directional antenna or other means to avoid interference, in accordance with the engineering standards hereinafter set forth, with Class I stations and with other Class II stations.

Class III: A station which operates on a regional channel and is designed to render service primarily to a metropolitan district and the rural area contained therein and contiguous thereto. Class III stations are subdivided into two classes:

Class III-A: A Class III station which operates with power not less than one kilowatt or more than five kilowatts and the service area of which is subject to interference in accordance with the engineering standards hereinafter set forth.

Class III-B: A Class III station which operates with a power not less than 0.5 kw or more than 1 kw night and 5 kw daytime and the service area of which is subject to interference in accord with the engineering standards hereinafter set forth:

Class IV: A station using a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kw or more than 0.25 kw and its service area is subject to interference in accord with the engineering standards hereinafter set forth.

3. *Change of class*—If a station or stations in Class III-B located in any country can, through the use of directional antennae or otherwise, so reduce the interference caused or received by such station or stations to the field contour to which interference to stations in Class III-A is allowed, such station or stations shall automatically be classified and included in Class III-A and shall thereafter be so recognized and treated by the Administrations of all countries within the Region.

4. *Use of clear channels:*

(a) In principle and subject only to the exception hereinafter set forth, Class I stations shall be assigned only to clear channels.

(b) Class II stations may be assigned to clear channels only on condition that objectionable interference will not be caused to any Class I stations. Where any country has priority of use of a clear channel for any class I-A station, no other country shall assign any Class II station to that channel for nighttime operation (from sunset to sunrise at the location of the Class II station) unless such Class II station is located not less than 650 miles from the nearest border of the country in which the Class I-A station is located; provided, however, that where an assignment for a Class II station is specifically stated in Appendix I, such assignment shall be deemed as authorized under the limitations therein set forth.

5. *Use of regional channels:*

(a) In general only Class III-A and Class III-B stations shall be assigned to regional channels.

(b) On condition that interference be not caused to any Class III-A or Class III-B station, and subject to such interference as may be received from Class III-A or Class III-B stations, Class IV stations may be assigned to regional channels.

(c) Because of their geographical location with respect to the North American continent, special consideration will be given to the use by Cuba, the Dominican Republic, Haiti and Newfoundland of stations of Classes I and II assigned to certain regional channels under certain conditions, with respect to power and precautions to avoid objectionable interference as set forth in Appendix VII.

6. *Use of local channels*—Only Class IV stations shall be assigned to local channels.

Changes of Channel Assignments

Under the Havana Treaty

A broadcast station assigned to a channel in Column 1 will be changed to the channel on the same horizontal line in Column 2 to comply with North American Regional Broadcasting Agreement (see note). Figures indicate kilocycles.

Col. 1	*Col. 2*
550	550
560	560
570	570
580	580
590	590
600	600
610	610
620	620
630	630
640	640
650	650
660	660
670	670
680	680
690	*
700	700
710	710
720	720
730	*
740	750
750	760
760	770
770	780 or 1110
780	790
790	810
800	820
810	830
820	840
830	850
840	*
850	870
860	880
870	890
880	910
890	920
900	930
910	*
920	950
930	960
940	970
950	980
960	*
970	1000
980	1020
990	1030
1000	1040
1010	690, 740, 990 or 1050
1020	1060
1030	*
1040	1080
1050	1070
1060	1090
1070	1100
1080	1110
1090	1120
1100	1130
1110	1140
1120	1150
1130	1160
1140	1070 or 1170
1150	1180
1160	1170 or 1190
1170	1200
1180	1170 or 1200
1190	1210
1200	1230
1210	1240
1220	1250
1230	1260
1240	1270
1250	1280
1260	1290
1270	1300
1280	1310
1290	1320
1300	1330
1310	1340
1320	1350
1330	1360
1340	1370
1350	1380
1360	1390
1370	1400
1380	1410
1390	1420
1400	1430
1410	1440
1420	1450
1430	1460
1440	1470
1450	1480
1460	1500
1470	1510
1480	1520
1490	1530
1500	1490
1510	*
1520	*
1530	1590
1540	*
1550	1600
1560	*
1570	*
1580	*
1590	*
1600	*

---

*Not assigned in U. S.

Some changes in individual cases not in accordance with the above change of channels have been made to avoid interference on adjacent channels or other considerations.

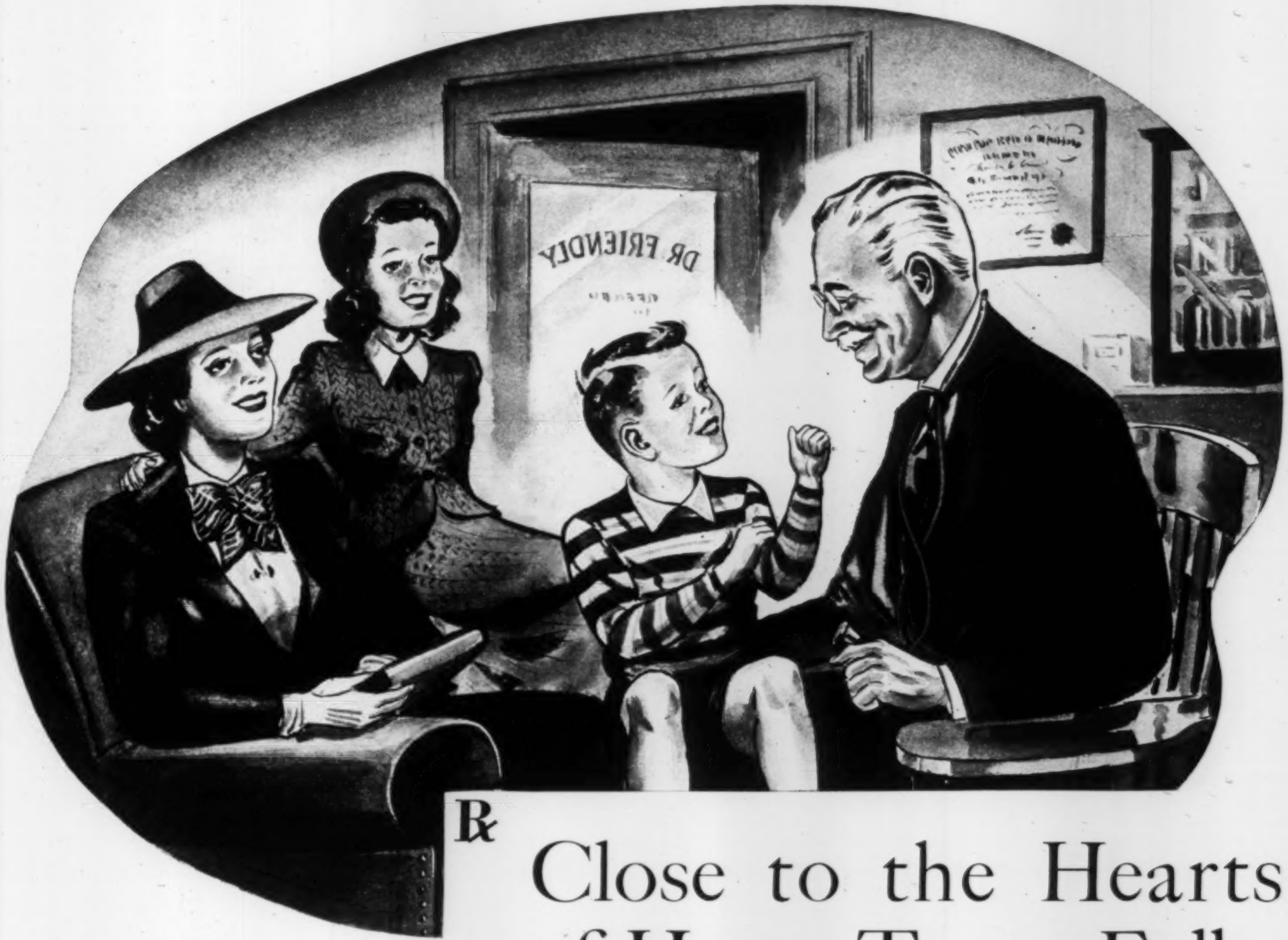
FOLLOW THE MOST AUTHORITATIVE AND
ACCURATE NEWS AND INTERPRETATIONS
OF REALLOCATION DEVELOPMENTS IN . . . BROADCASTING
Broadcast Advertising

How High Is Our Ceiling?

2,500 was a husky press-run for a youthful trade magazine, we agreed back in 1932. BROADCASTING was six months old at the time. We dreamt of the day when we would hit the 5,000 mark. That, we thought, was our ceiling.

But BROADCASTING kept growing. In 1936 it reached 5,600. Now it's 8,500. By 1941, who knows?

The happiest part of this story, if you're a radio station executive, is an analysis of the added circulation. During the last few years most of it has taken the direction of increased agency and radio advertiser readership. Time-buying executives need to know what's what in this fast-moving field. Today, BROADCASTING blankets time-buyers.



℞

Close to the Hearts of Home Town Folks

WAAB	Boston
WEAN	Providence
WICC	Bridgeport New Haven
WLLH	Lowell Lawrence
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WTHT	Hartford
WATR	Waterbury
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WHAI	Greenfield
WCOU	Lewiston Auburn
WSYB	Rutland

THE place which the home town doctor has in the hearts of families in his community cannot be usurped by a stranger. The affection and loyalty that are irrevocably his have been established by years of faithful service.

In radio, this same loyalty — a proverbial trait of New Englanders — is given to the 18 "home" stations of The Colonial Network. They have merited this preference by cooperating in presenting programs of community interest in addition to the best in network features.

It's obvious that each of these "home" stations possess genuinely friendly acceptance that no distant station can ever achieve.

Use this economical, proven sales way to better business in New England.

THE COLONIAL NETWORK

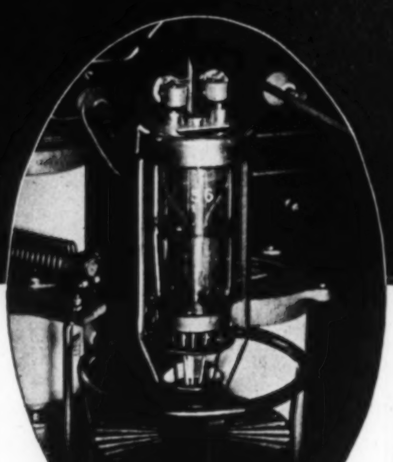
21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *National Sales Representative*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

PEAK PERFORMANCE...
PEAK ECONOMY... NOW...

with 5KW Radiation Cooled Transmitter



Here's the remarkable new Radiation Cooled 343AA tube — designed especially for use with Western Electric 405B-1 transmitter.

The Western Electric 405B-1 Radiation Cooled transmitter assures broadcast quality and economy you never believed possible in a 5KW.

The Doherty Circuit doubles the efficiency of the power amplifier. Other features that interest any engineer are: improved stabilized feedback; automatic line voltage regulators and cathode ray oscillograph connections in all important circuits.

Both the 405B-1 air cooled and its companion 405A-1 water cooled transmitters were designed with an eye to the future. Ask Graybar for Bulletin T1632.

Distributed by GraybaR ELECTRIC COMPANY

ASK YOUR ENGINEER

Western Electric

DISTRIBUTORS: *In U. S. A.:* Graybar Electric Co., New York, N. Y. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

NUMBER 5 IS COMING IN!

- In case it has slipped your mind, we'd like to remind you that the football season which is just about to get under way will be the fifth that The Atlantic Refining Company has put on the air in the East and Southeast. And we want to say to all stations that carry our programs that we enjoy working with you . . . and hope that the Atlantic Football Broadcasts are as beneficial to you as they are to us!
- Sports broadcasting has become one of the most vital phases of Atlantic's sales-promotion effort. And in advertising ourselves, we try to advertise you, too . . . because, after all, your success and our success are closely linked. And so, each week, hundreds of Atlantic Dealers post your call letters in their windows and on their station displays . . . Atlantic's Weekly Football Forecasts also feature your station . . . and so do the million-odd Atlantic Football Guides distributed to our customers each Fall.
- Here is our kick-off message for the beginning of the season: Thanks to all stations and your staffs for your splendid co-operation . . . and may we all pile up bigger scores this year!

THE ATLANTIC REFINING COMPANY

PETROLEUM PRODUCTS

WSAN	Allentown, Pa.
WFBG	Altoona, Pa.
WSB	Atlanta, Ga.
WBAB	Atlantic City, N. J.
WRDW	Augusta, Ga.
WFBR	Baltimore, Md.
WNBF	Binghamton, N. Y.
WEEI	Boston, Mass.
WMEX	Boston, Mass.
WNAC	Boston, Mass.
WICC	Bridgeport, Conn.
WGR	Buffalo, N. Y.
WBT	Charlotte, N. C.
WCHV	Charlottesville, Va.
WTAM	Cleveland, Ohio
WBNS	Columbus, Ohio
WTBO	Cumberland, Md.
WBTM	Danville, Va.
WDNC	Durham, N. C.
WEST	Easton, Pa.
WHCU	Elmira, N. Y.
WLEU	Erie, Pa.
WSAR	Fall River, Mass.
WHAI	Greenfield, Mass.
WBIG	Greensboro, N. C.
WFBC	Greenville, S. C.
WJEJ	Hagerstown, Md.
WHP	Harrisburg, Pa.
WKBO	Harrisburg, Pa.
WSVA	Harrisonburg, Va.
WDRC	Hartford, Conn.
WTIC	Hartford, Conn.
WAZL	Hazleton, Pa.
WJAX	Jacksonville, Fla.
WLNH	Laconia, N. H.
WGAL	Lancaster, Pa.
WLLH	Lowell, Mass.
WLVA	Lynchburg, Va.
WFEA	Manchester, N. H.
WKAT	Miami Beach, Fla.
WOR	Newark, N. J.
WNBH	New Bedford, Mass.
WNLC	New London, Conn.
WDBO	Orlando, Fla.
WCAU	Philadelphia, Pa.
WFIL	Philadelphia, Pa.
WIP	Philadelphia, Pa.
KDKA	Pittsburgh, Pa.
WCAE	Pittsburgh, Pa.
WWSW	Pittsburgh, Pa.
WBRK	Pittsfield, Mass.
WEAN	Providence, R. I.
WJAR	Providence, R. I.
WPRO	Providence, R. I.
WPTF	Raleigh, N. C.
WEEU	Reading, Pa.
WRAW	Reading, Pa.
WRVA	Richmond, Va.
WDBJ	Roanoke, Va.
WHEC	Rochester, N. Y.
WSYB	Rutland, Vt.
WBOC	Salisbury, Md.
WSAV	Savannah, Ga.
WGY	Schenectady, N. Y.
WGBI	Scranton, Pa.
WMAS	Springfield, Mass.
WSPR	Springfield, Mass.
WKOK	Sunbury, Pa.
WFBL	Syracuse, N. Y.
WOLF	Syracuse, N. Y.
WSYR	Syracuse, N. Y.
WIBX	Utica, N. Y.
WATR	Waterbury, Conn.
WBRY	Waterbury, Conn.
WBAX	Wilkes-Barre, Pa.
WDEL	Wilmington, Del.
WORC	Worcester, Mass.
WTAG	Worcester, Mass.
WORK	York, Pa.

- **Our thanks not only to the stations listed here which will carry our football schedule of 227 college, high school and National Pro League games this Fall, but to all those not included who have participated in previous schedules.**

Here's a tested way to sell a kitchen product for less than you'd ever guess

It's called International Kitchen, it's an established show on Northern California's largest, most popular station, and it's yours for only **$26**

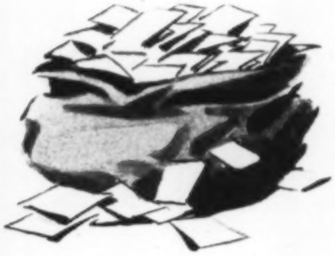
If you're looking for a time-tested method of moving your product in the Golden West, let Gladys Cronkhite and her KPO International Kitchen do it for you.

International Kitchen has proved itself a consistent producer of results for kitchen accounts. People who know—advertisers like Knox Gelatin, Purex, Scott Paper, Northwestern Yeast, Soil-Off, Danya, Gravymaster—find Miss Cronkhite's program a necessary medium. Many have kept her plugging for them right through the summer.

Your NBC representative can show you 5-figure mail counts, representing thousands of listeners—many living well outside the nominal borders of KPO's coverage map—all expressing enthusiastic response to this Monday-thru-Friday morning staple.

Miss Cronkhite misses no merchandising bets. She interviews key dealers on the air, lectures to women's clubs, conducts cooking schools, participates in food shows, writes newspaper food columns.

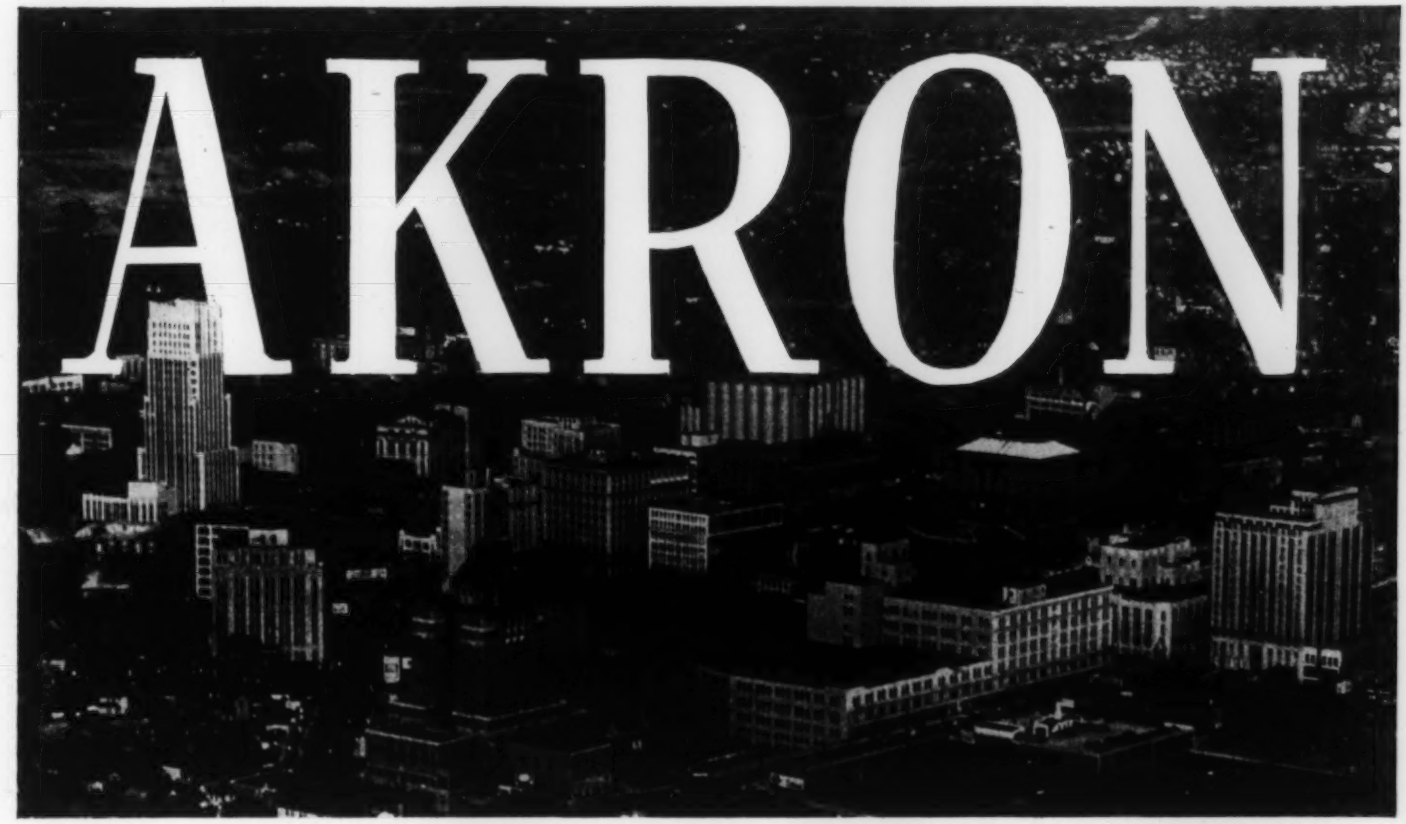
Participation is inexpensive. (One-minute spots costs only $26 for time and talent—detailed participations only $52.) Check your nearest NBC spot sales representative: or write KPO for full presentation.



KPO
SAN FRANCISCO
50,000 WATTS · 680 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON
CLEVELAND
DENVER
WASHINGTON
HOLLYWOOD



Goes MUTUAL

Effective September 22

★

Bill O'Neil, general manager of WJW, Akron's progressive station, is pleased to bring the Mutual Broadcasting System's fine programming to the TIRE CAPITAL of the WORLD. Over 364,897 metropolitan population, with its $132,000,000 retail sales, will now be directly influenced by the VOICE of AKRON. For information, wire Bill O'Neil or contact the nearest Headley-Reed office.

WJW

THE VOICE OF
Akron

LEADERSHIP *in Library Service*

Commercial Attractiveness

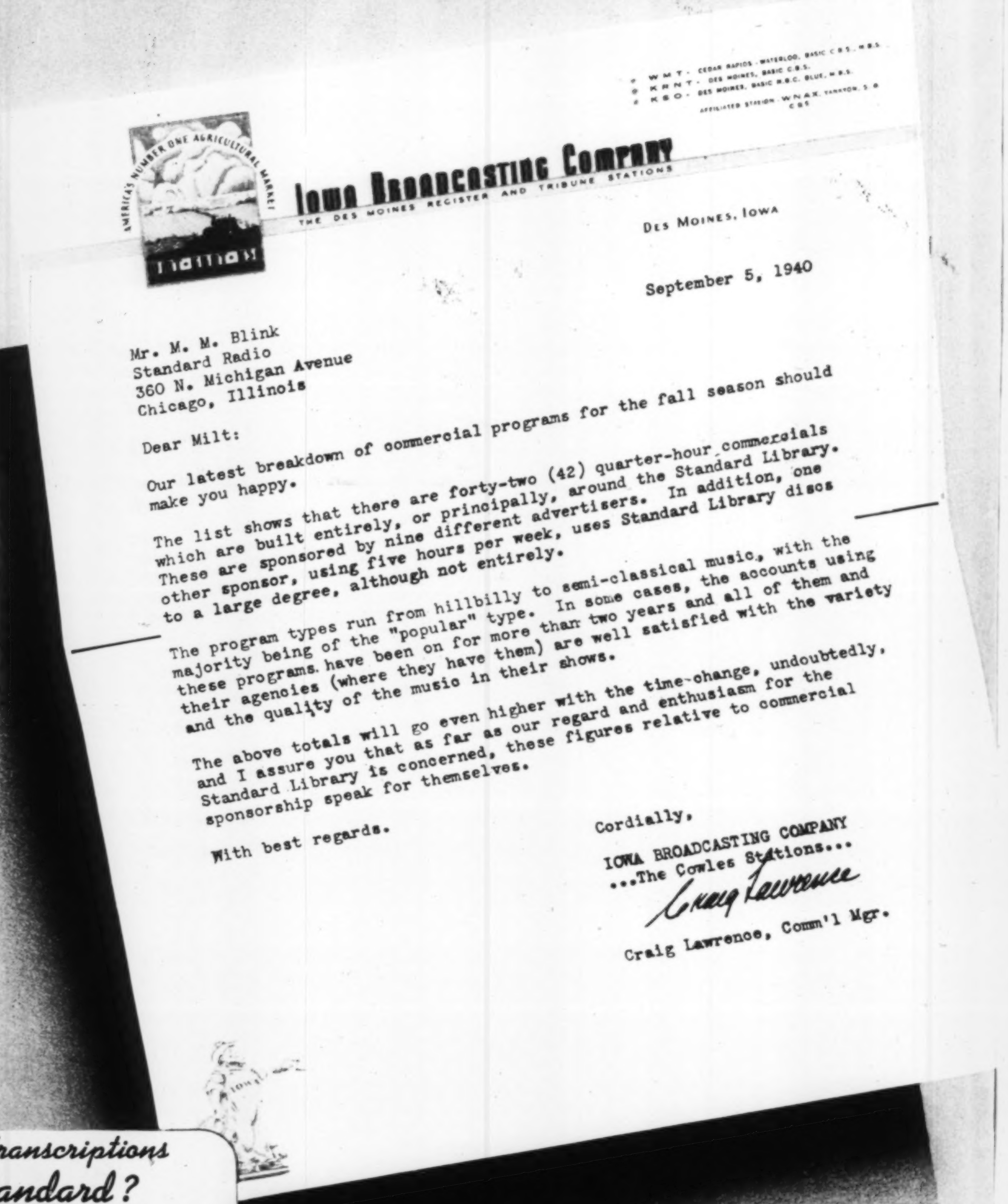
—an Outstanding Characteristic of Standard Program Library Service . .

The commercial attractiveness of the Standard Program Library Service has often been attested by the every-day experience of Standard Radio's large and growing family of subscribers. Our files contain hundreds of letters from stations reporting sales of Standard Radio productions to clients in many and varied lines. And because Standard Radio talent is so thoroughly in line with the newest trend in the entertainment field, these shows hold their audiences—*and produce results.*

Standard Radio's newest service to its subscribers—"SPOT-ADS"—are a further expression of Standard's emphasis on salability. These complete units of unique, easily sold dramatized commercials are the sensation of the transcription field. Series A for USED CARS, Series B for RETAIL CLOTHING, Series C for RETAIL FURNITURE—additional series in production.

Write for information on Standard Radio Library Service, Standard Radio's new Tax-Free Library, and Standard Radio's SPOT-ADS.

"42 quarter-hour commmercial programs"



- WMT - CEDAR RAPIDS - WATERLOO, BASIC C.B.S., M.B.S.
- KRNT - DES MOINES, BASIC C.B.S.
- KSO - DES MOINES, BASIC N.B.C. BLUE, M.B.S.

AFFILIATED STATION - WNAX, YANKTON, S. D.
C.B.S.

AMERICA'S NUMBER ONE AGRICULTURAL MARKET

IOWA

IOWA BROADCASTING COMPANY
THE DES MOINES REGISTER AND TRIBUNE STATIONS

DES MOINES, IOWA

September 5, 1940

Mr. M. M. Blink
Standard Radio
360 N. Michigan Avenue
Chicago, Illinois

Dear Milt:

Our latest breakdown of commercial programs for the fall season should make you happy.

The list shows that there are forty-two (42) quarter-hour commercials which are built entirely, or principally, around the Standard Library. These are sponsored by nine different advertisers. In addition, one other sponsor, using five hours per week, uses Standard Library discs to a large degree, although not entirely.

The program types run from hillbilly to semi-classical music, with the majority being of the "popular" type. In some cases, the accounts using these programs have been on for more than two years and all of them and their agencies (where they have them) are well satisfied with the variety and the quality of the music in their shows.

The above totals will go even higher with the time-change, undoubtedly, and I assure you that as far as our regard and enthusiasm for the Standard Library is concerned, these figures relative to commercial sponsorship speak for themselves.

With best regards.

Cordially,

IOWA BROADCASTING COMPANY
...The Cowles Stations...

Craig Lawrence

Craig Lawrence, Comm'l Mgr.

Are your Transcriptions up to Standard?

These **NEW SUBSCRIBERS** *answer* **"YES"!**

WBNX, New York City	WDAN, Danville, Ill.
WJNO, West Palm Beach, Fla.	WINX, Washington, D. C.
WLAV, Grand Rapids, Mich.	WCBI, Columbus, Miss.

Now [illegible] Standard Stations!

Standard Radio
HOLLYWOOD CHICAGO

"Baukhage talking"

from the Nation's Capital—and from Washington comes news of world wide importance.

H. R. Baukhage is a famed news commentator whose interpretations of the events of the world have long been a sustaining feature on WRC*. Beginning September 30, Baukhage will be heard at a new time

6:30 P. M. to 6:40 P. M.

Monday through Friday.

For news of the NATIONAL Capital —turn to NATIONAL Broadcasting Co. . . . to put it over . . . put it on

*Apply at your NBC Sales Office for rates on "Baukhage talking".

WRC
WASHINGTON, D. C.
5000—1000 WATTS · 950 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON
WASHINGTON
CLEVELAND
DENVER
HOLLYWOOD

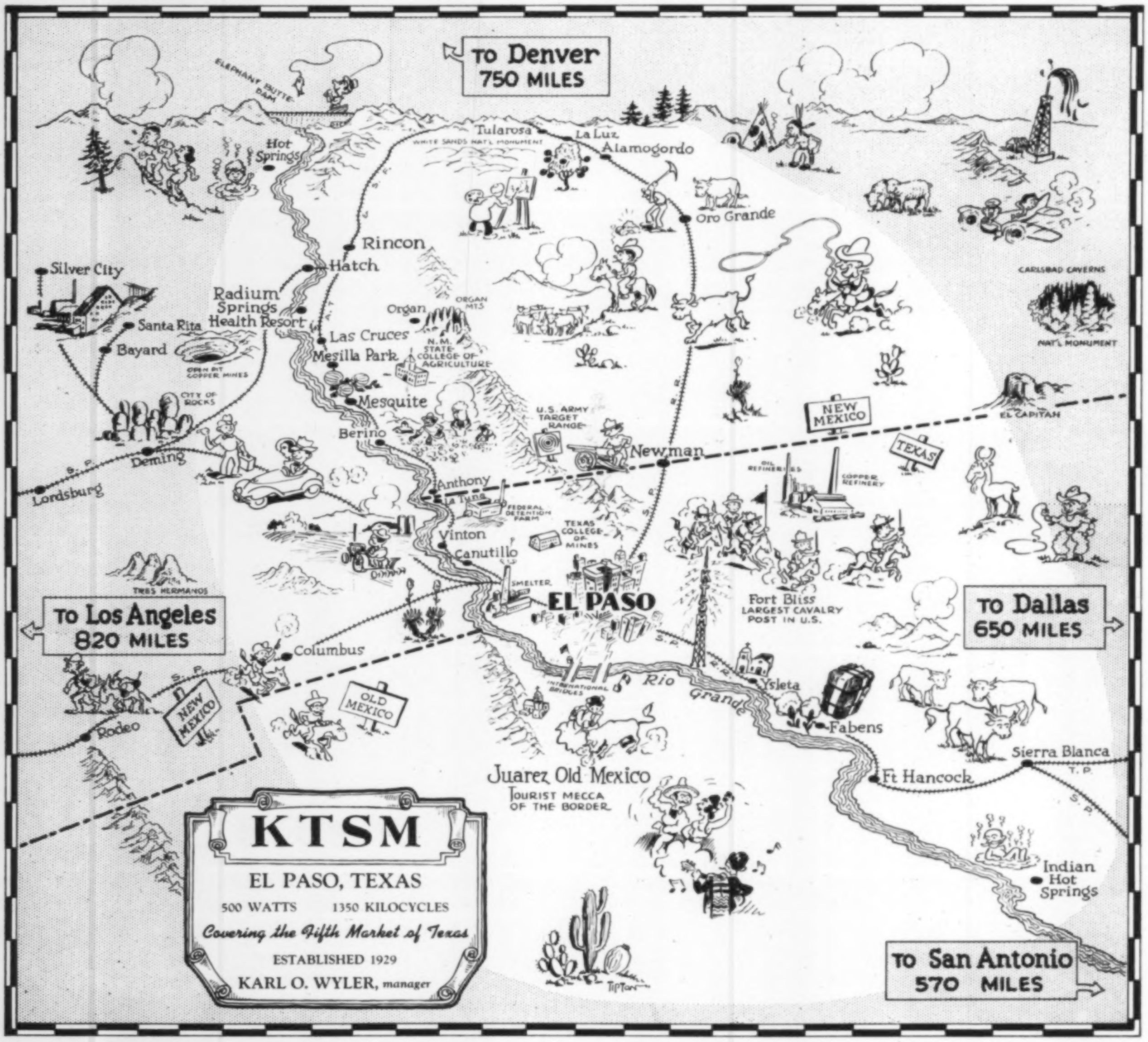
Now 500 watts—to even better Serve the Territory where it's a "Fur Piece" to the next Big City

KTSM

EL PASO, TEXAS

NBC BLUE AND RED • **1350 KC. REGIONAL CHANNEL**
Karl O. Wyler, Mgr. • **Geo. P. Hollingbery Co., Nat. Rep.**

KTSM's recently increased power, newest type 315 ft. Truscon vertical radiator, and RCA Type E transmitter make it possible for us now to better serve a wider area and a larger number of listeners. This southwestern country is a lot bigger than you'd think—and metropolitan centers of population are few and far between. Yet right here, with its center at El Paso, is a rich, productive area teeming with activity in Mining, Cattle, Agriculture and Manufacturing. Don't overlook this market—cover it with KTSM, the pioneer station that's "grown up with the country."


TO Denver
750 MILES
ELEPHANT BUTTE DAM
Hot Springs
Tularosa
WHITE SANDS NAT'L MONUMENT
La Luz
Alamogordo
Oro Grande
Rincon
Hatch
Silver City
Radium Springs Health Resort
Santa Rita
Bayard
OPEN PIT COPPER MINES
CITY OF ROCKS
Organ
ORGAN MTS
Las Cruces
Mesilla Park
N.M. STATE COLLEGE OF AGRICULTURE
Mesquite
Berino
U.S. ARMY TARGET RANGE
CARLSBAD CAVERNS
NAT'L MONUMENT
EL CAPITAN
NEW MEXICO
TEXAS
Newman
S.P.
Deming
Lordsburg
Anthony
La Tuna
FEDERAL DETENTION FARM
OIL REFINERIES
COPPER REFINERY
TEXAS COLLEGE OF MINES
Vinton
Canutillo
SMELTER
TRES HERMANOS
EL PASO
KTSM
Fort Bliss
LARGEST CAVALRY POST IN U.S.
TO Los Angeles
820 MILES
TO Dallas
650 MILES
Columbus
S.P.
NEW MEXICO
OLD MEXICO
Rodeo
INTERNATIONAL BRIDGES
Rio Grande
Ysleta
Fabens
Sierra Blanca
T.P.
S.P.
Ft Hancock
Juarez Old Mexico
TOURIST MECCA OF THE BORDER
Indian Hot Springs
KTSM
EL PASO, TEXAS
500 WATTS 1350 KILOCYCLES
Covering the Fifth Market of Texas
ESTABLISHED 1929
KARL O. WYLER, manager
TO San Antonio
570 MILES
TIPTON

AND NOW

ASSOCIATED PRESS...

KTBS
KWKH
CBS
NBC
JAX
NEWS

in addition to

UNITED PRESS,

THE SHREVEPORT TIMES

AND

THE KWKH-KTBS

EDITORIAL STAFF

Offers the most extensive and complete news coverage service available.

Flash! KWKH and KTBS can now boast in having the services of the two greatest and most extensive news gathering systems in the world, the Associated Press and the United Press. These facilities, combined with the local coverage of The Shreveport Times and the editorial staff of KWKH-KTBS, enables each station to serve its listeners in the great Southwest with the finest and most complete news service available.

50,000 WATTS **1,000 WATTS**

CBS KWKH-KTBS NBC

MEMBER SOUTH CENTRAL QUALITY NETWORK

SHREVEPORT
KWKH - KTBS, Shreveport • KARK, Little Rock
WJDX, Jackson • WMC, Memphis • WSMB, New Orleans
LOUISIANA

SEVENTH OF A SERIES PRESENTING THE MEN WHO MAKE **FREE** & **PETERS** **SERVICE**

Four years, Brown University
One year, Harvard University
Three years,
New York Journal of Commerce
One Year,
Director, Berkeley-Irving School
Eight years,
President, The Barry Tours, Inc.
Free & Peters (Chicago Office)
since Feb., 1939

Begorra, boys—it's

ARTHUR J. BARRY, JR!

The day Art Barry decided to leave his own profitable travel agency and return to the advertising business by joining the Chicago office of F & P, he only thought he was leaving the travel business behind. To his amazement he found he had merely swapped one travel job for another. For like all our other thirteen men, Art is constantly on the road, servicing agency customers, visiting and learning about the stations we represent, and their people—learning what types of entertainment and sports and merchandise each community likes—learning how and when to reach each important element of the population of that particular market—learning the things *you need to know* in order to plan, prepare and place the most effective kind of radio effort. . . . Yes, that sounds like baloney. But it's true. Our fourteen men traveled a total of 300,000 miles last year—yet more than 90% of our total billing was placed in the six cities in which we have permanent offices! Don't those two facts prove a good deal about the way we work, in this group of pioneer radio-station representatives?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WDAY	FARGO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *247 Park Ave.* Plaza 5-4131
DETROIT: *New Center Bldg.* Trinity 2-8444
SAN FRANCISCO: *111 Sutter* Sutter 4353
LOS ANGELES: *650 S. Grand* Vandike 0569
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 19. No. 6 WASHINGTON, D. C., SEPTEMBER 15, 1940 $3.00 A YEAR—15c a COPY

FCC Treaty Shifts Affect 777 Stations

By SOL TAISHOFF

Full Clear-Channel Service Retained; Way Paved for Improved Assignments; Shift Effective March 29

IN WHAT will go down in radio history as the "Reallocation of 1941", a full-scale revamping of the assignments of some 1,200 standard broadcast stations on the North American Continent, operating in the band 550 to 1600 kc., becomes effective next March 29.

The final step—promulgation of allocation tables for this country's 862 operating or authorized broadcast stations—was taken Sept. 10 by the FCC in adopting virtually without change the recommendations of its Engineering Department for assignment shifts that affect 777 domestic stations.

Acting unanimously, with five of its members present [Brown not participating, Thompson absent], the FCC made its allocations dovetail with the requirements of the so-called North American Regional Broadcasting Agreement reached in Havana Dec. 13, 1937, and subscribed to by Canada, Mexico, Cuba and other nations of the Continent.

To Check Interference

Through effectuation of the coordinated engineering plan, conceived and developed by this country, each nation gets its own specified assignments for all classes of stations, with engineering standards to be observed mutually to avoid interference. So-called Mexican border stations will be eliminated, as will "squatter's right" assignments of Cuban stations on channels used in this country. Overnight, once the treaty becomes effective, such interference will be eliminated, according to the FCC.

Except in a few isolated cases, no U. S. station is accorded an assignment inferior to its present one. In some instances stations are accorded better facilities, and in many others the way has been paved for vastly improved assignments. The allocations have been so earmarked that existing part-time stations in many cases will be in position to apply for fulltime through the installation of requisite directional antennas and other equipment. Opportunities for power increases, on proper application, are almost infinite.

Fear that the FCC might disturb treaty provisions covering clear-channel operation was entirely dispelled when the Commission, without protracted discussion, adopted the Engineering Department's recommendations for 25 Class I-A assignments (provided under the treaty) with minimum power of 50,000 watts and no duplication at night.

More Clears Available

Without distinguishing between Class I-A and I-B (duplicated at night) channels, the number of clear channels available to this country is increased from 44 to 59. These additional assignments are on 15 channels assigned for dominant station operation to other nations on the continent.

Text of order changing standard broadcast rules in conformity with new allocations on page 80.

In ordering the reallocation effective March 29, the FCC selected the last date possible under the international treaty. Simultaneously, it issued an order extending all existing broadcast station licenses from Oct. 1 to the March date, and also promulgated changes in its rules to conform to the treaty allocations.

After a fashion, the new allocation tables are "preliminary" in that changes are inevitable to iron out conflicts in assignments made by the other signatory nations. The FCC simultaneously announced that comments of all licensees are invited prior to Oct. 15. Moreover, the pendency of a score of applications for assignments other than specified in the treaty unquestionably will lead to hearings prior to the effective date and quick action by the FCC.

Before the final allocation list is announced it is expected an engineering conference of technical officials of the North American nations will be called to adjust assignment conflicts, but not alter any of the basic engineering considerations. Since the FCC has called for all comments on the allocations prior to Oct. 15, it is expected this conference will be called shortly thereafter in Washington, at this country's invitation.

Few Conflicts Seen

Under treaty requirements the FCC, promptly upon adopting the allocations and orders Sept. 10, transmitted them to the State Department for dispatching to Havana, the respository city, and to the other signatories. The FCC had available the assignment lists of these countries before devising its own allocations. Consequently it is not expected that the number of assignment conflicts will be great.

The bulk of the stations affected will shift 10 to 30 kc. up the band. A few will shift 40 kc., while in about 30 instances the changes will be greater because of assignments of channels to other nations or to provide adequate frequency separation in metropolitan areas.

In no instance (except for local stations) was a station given more time or greater power than at present authorized, except as provided under the treaty allocation itself. However, preparatory to the approval of the lists some twoscore stations during the last several months have been given improved facilities, while horizontal power increases for regional and local stations have been given up and down the band.

A significant feature of the reallocation plan is the inclusion of the classification of all stations (see last column of call letter list in this issue). By designating the

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Changes Unspecified in Treaty Included in FCC's Assignments

Substantial Changes for Nine Are Ordered, With Group of Locals Getting 'Irregular' Shifts

A TOTAL of 28 stations were given assignments in the new Havana Treaty allocations effective March 29, 1941, other than those thought originally earmarked for them, due to technical considerations preventing adjacent channel operation or other developments which made these shifts technical desirable. Of these, however, nine were contemplated in the treaty itself. The changes were labelled "irregular" because the stations shifted a greater number of channels than the one-to-four channel movements of all stations above 740 kc.

The changes not specified in the treaty are as follows:

KTRB, Modesto, Cal., from 740 to 860 kc. with 250 watts daytime; WIBG, Glenside, Pa., 970 to 1110 kc., with 1,000 watts daytime; KFVD, Los Angeles, 1000 to 1020 kc., 1,000 watts, limited time; WDZ, Tuscola, 1020 to 1050 kc., 1,000 watts daytime; WSPR, Springfield, Mass., 1140 to 1210 kc., 500 watts limited time; WMAZ, Macon, Ga., 1180 to 940 kc., 5,000 watts day, 1,000 watts night, operating until 9 p.m.; KOB, Albuquerque, 1180 to 1030 kc., 50,000 watts fulltime (on new frequency of WBZ-WBZA, Boston-Springfield); WINS, New York, 1180 to 1000 kc., 1,000 watts limited time; WJAG, Norfolk, Neb., 1060 to 780 kc., 1,000 watts, limited time.

Substantial Changes

Changes specified in the treaty involving substantial shifts are KFAB, Lincoln, Neb., shifted from 770 to 1110 kc., unlimited time for proposed 50,000-watt operation. This move clears 780 kc. for WBBM, Chicago, with which the station previously synchronized daytime, and places KFAB on the same wave with WBT, Charlotte. WBBM and WBT are owned by CBS.

KQW, San Jose, is shifted from 1010 to 740 kc., with 5,000 watts, but is earmarked for 50,000-watt operation. KSFO, San Francisco, however, has applied for the frequency.

KGGF, Coffeyville, Kan., and

(*Continued on page 78*)

station's classification, irrespective of its present power of hours of operation, the FCC indicates its intentions regarding power and protection from interference from existing stations. It serves as a basic index to future possibilities of these stations. For example, a station may be listed as having only 500 watts with daytime, but, if on a class II channel, would have ultimate possibility of fulltime with power up to 50,000 watts, depending on technical considerations peculiar to the channel.

The treaty lists show all local stations as fulltime and with 250 watts power, whether or not they actually have those facilities. That was done for protection. Moreover, any local station now using 100 watts can get 250 watts under the allocations if proper equipment is installed. Only in rare instances, where not technically feasible, will locals be denied fulltime.

Between now and the March 29 shiftover, stations must make arrangements for new crystals ground to the new frequency, along with other necessary equipment. Upon proper application, the FCC also will consider the assignment of maximum facilities possible under the engineering standards for other stations. Many of the stations specified for part-time operation as Class II outlets will be slated for fulltime and increased power.

New Procedure

The FCC took a new tack in announcing the new allocations. Instead of issuing a "show cause" order under which stations could essay to prove why they should not be given the new assignments, but should have something better, the Commission simply renewed licenses until March 29, 1941. Stations which protest such assignments, unless there is a basis for hearing, apparently will have to take the new assignments as of March 29 and then apply for changes on a merit basis.

There were few surprises in the actual allocations. Most stations knew generally what their new positions would be. In all, there are only 28 changes which the FCC classified as "irregular shifts", in that the stations were assigned channels more than 10 to 40 kc. upward in the band or more than 10 kc. downward. The 85 stations on channels from 550 to 720 kc. were not moved.

The biggest single surprise was the assignment of KOB, Albuquerque, which holds a construction permit for 50,000 watts, from 1180 kc. to 1030 kc. It was slated to operate on 1200 kc., with WCAU, Philadelphai. On 1030 it will use the same wave as WBZ-WBZA, Boston-Springfield. Thus WCAU retains clear-channel status, unduplicated, while WBZ-WBZA, which are synchronized, get a treaty-described I-B status.

The treaty itself differentiates between I-A and I-B stations. But the FCC regulations do not. Both are classified as clears in this country. Since the lists as prepared are designed to conform with the treaty, the difference between these assignments is specified.

Consummation of the treaty almost three years ago was hailed as a diplomatic triumph in this country. Mexico and Cuba never before had been parties to compacts for mutual use of the broadcast band, with resultant serious interference as stations have been assigned to channels used by Canada and the United States. The treaty gives Mexico six Class I-A assignments, a like number to Canada, and one to Cuba. Haiti and the Dominican Republic also are taken care of with shared facilities, adhering to the prescribed engineering standards.

HOW THEY SHIFT

OF THE 862 stations licensed or authorized as of Sept. 10, 777 shift March 29, 1941, under the "Reallocation of 1941". Here, at a glance is how they shift:

85 stations now operating on channels from 550 to 720 kc. retain their present assignments.

20 stations operating between 740 and 780 kc. move up 10 kc. or one channel.

26 stations on 790 kc. to 870 kc. move up 20 kc., or two channels.

614 stations between 880 and 1450 kc. generally advance 30 kc., or three channels.

64 local stations on 1500 kc. move down to 1490 kc.

25 stations move up 40 kc. or four channels, scattered through the band.

28 stations are shifted to other assignments scattered through the band [See page 13].

Clear-channel stations on 1460-1490 kc. shift to 1500-1530 kc.

Mexico, after a two-year lapse, ratified the treaty last March 29. It must become effective a year from that date. So-called border stations, for the most part operated by erstwhile American broadcasters with superpower and directive antennas, are definitely slated for extinction in the shiftover. They allegedly were successful in twice blocking the Mexican Senate's ratification, and in 1933 were instrumental in frustrating a previous attempt to work out an accord with Mexico for a continental agreement. The treaty specifies that all of Mexico's clear channel assignments, save one, shall go to interior points to serve "Mexican nationals".

Bye, Bye Brinkley!

Since the border stations are designed to serve Midwestern farmers in this country, they cannot qualify under the treaty terms. The notorious 180,000-watt XERA, Villa Acuna, across from Del Rio, Tex., operated by Dr. John R. Brinkley, is one of the eight border stations headed for oblivion.

Mexico's clear channels are 730, 800, 900, 1050, 1220 and 1570 kc. WHN, New York, by special arrangement, goes on 1050 kc. and is slated for 50,000 watts. The 1220 kc. assignment is to be duplicated in the Michigan area but, under the allocations announced by the FCC, is not assigned. The other Mexican assignments, under a bi-lateral agreement, are not available in this country, it is understood.

Canada's clear channels are 690, 740, 860, 990, 1010 and 1580 kc., all classified as I-A. Under the treaty, stations in other nations may be assigned to such channels if 650 miles from the border, on condition they will not deliver a signal of greater intensity than five microvolts groundwave or 25 microvolts skywave. The United States has entered an agreement with Canada on time-sharing assignments, pursuant to the treaty, so few additional conflicts are anticipated.

Cuban Interference

Cuba's clear channel is 1540 kc., awarded as a I-A. The Cuban allocation list already submitted, it is understood, contains a number of non-conforming assignments which must be adjusted. In recent months serious interference has been caused by Cuban shifts.

Because of the assignment of the 1010 kc. channel to Canada, U. S. stations on that frequency have been scattered to new waves. Aside from the WHN shift to 1050 kc., KQW, San Jose, Cal., is assigned to 740 kc., slated for 50,000 watts. But it has a fight on its hands, with KSFO applying for the same facility. This is likely to go to hearing, which, if present plans carry, will mean a quick session before the full Commission with a necessarily speedy decision.

The same holds for KGGF, Coffeyville, Kan., and WNAD, Norman, Okla., shifted to 690 from 1010 kc., with 50,000-watt possibilities. KOMA, Oklahoma City, has applied for the channel, along with the Fred Jones Broadcasting Co., for Tulsa, each seeking 50,000 watts. The latter is a new company not now in radio [BROADCASTING, Sept. 1]. Other applications are in prospect from the Kansas City area, and a free-for-all appears in the offing.

Pendency of some 20 applications filed in anticipation of the treaty was not taken into account in the FCC allocations. These, however, will be considered promptly and several of a non-controversial character probably will be granted. Others involving conflicts, however, will be designated for the "quick-hearing" procedure.

Relationship Remains

It was explained that under the allocations no stations, save for the locals, were given more than they now have. The whole plan was devised to provide a minimum dislocation of present relative assignments. But many stations, possibly upwards of 100, will be in a position to profit considerably by agreeing to make necessary technical adjustments, including directive antennas.

Stations which retain Class I-A status under the treaty lists are: KFI, WSM, WEAF, WMAQ, WLW, WGN, WSB, WJR, WJZ, WBBM, WFAA-WBAP, WCCO, WHAS, KOA, WWL, WABC, WLS-WENR, KDKA, WHO, WTAM, KMOX, KSL, WHAM, WCAU, WOAI.

The treaty sets up the six classes of stations now specified in the rules effective last Aug. 1, 1939. The ceiling on power for Class I-A stations is 50,000 watts under present rules, but theoretically it can go higher. The reallocation specifies 27 Class I-A stations; 20 Class I-B stations, with power of not more than 50,000 watts; 72 Class II stations with power from 250 to 50,000 watts; 29 Class III (regional daytime) sta-

(*Continued on page 76*)

Improved Facilities Sought by Score Of Stations Under Treaty Transfers

A SCORE of applications from stations, seeking improved facilities based on anticipated availability of assignments under the Havana Treaty allocations, now are pending before the FCC and are slated for early consideration. In a number of cases, where competitive applications have been filed, hearings probably will be called before the FCC en banc with decisions to be rendered as quickly as possible.

WHN, New York, has pending an application for 50,000 watts on 1050 kc., to which frequency it has been assigned under the new allocations with its present power of 5,000 watts day and 1,000 watts at night. It is slated for eventual 50,000-watt operation since the channel is a Class II frequency.

Contests for Assignments

Likelihood of a contest for assignment on 690 kc. is reflected in the pendency of three applications for that facility. KGGF, Coffeyville, Kan., assigned to the channel along with WNAD, Norman, Okla., each with 1,000 watts, has applied for 5,000 watts. KOMA, Oklahoma City, seeks 50,000 watts on the channel, as does the Fred Jones Broadcasting Co., Tulsa, Okla., seeking a new station [BROADCASTING, Sept. 1].

KSFO, San Francisco, has applied for 740 kc. with 50,000 watts, a facility assigned to KQW, San Jose, with 5,000 watts as a Class II station. Also applying for assignment on 740 kc. is WDAE, Tampa, with 10,000 watts.

WMBC, Detroit local, seeks assignment on 1220 kc. with 50,000 watts—a Mexican clear channel on which one assignment in the Widwest is provided.

WNOX, Knoxville, seeks 10,000 watts on 990 kc. unlimited time. WTMV, E. St. Louis, Ill. local, seeks 1540 kc. with 500 watts night and 1,000 watts day, while KYSM, Mankato, Minn. local, has filed for 940 kc. with 1,000 watts fulltime.

KJBS, San Francisco, sister station of KQW, has applied for 860 kc. with 1,000 watts. This facility, under the treaty, is given KTRB, Modesto, Cal., as a Class II station but with its present power of 250 watts. WGRC, New Albany, Ind., local, seeks assignment on 1080 kc. with 5,000 watts unlimited time. The same facility is sought by Mid-America Broadcasting Corp., a new applicant, for Louisville, with 5,000 watts day and 1,000 watts night. WGAR, Cleveland, has filed for 730 kc. with 10,000 watts fulltime. This facility is a Mexican clear channel.

New Outlet Applications

New applications filed are those of Luther E. Gibson, Vallejo, Cal., 1490 kc. with 250 watts; Fairfield Broadcasting Corp., Lancaster, O., 1490 kc. with 250 watts; Granite District Radio Broadcasting Co., Murray, Utah, 960 kc. with 250 watts; Delta Broadcasting Co., Escanaba, Mich., 1490 kc. with 100 watts; Edward E. Reeder, Seattle, Wash., 1450 kc. with 250 watts.

NBC, CBS Sign For AP Service; Sponsors Buying

New Policy Is Built Around Exchange-of-News Plan

By BRUCE ROBERTSON

FINAL STEP in the Associated Press campaign to "liberalize" its radio policies and to place AP in a competitive position with other news agencies regarding the use of news on the air was taken Sept. 10, when contracts were signed with NBC and CBS permitting these networks to offer AP news to advertisers either on their networks or in their owned and operated stations.

Contracts, signed by W. J. McCambridge, assistant general manager, for AP, and Niles Trammell, NBC president, and Edward Klauber, CBS executive vice-president, for the networks, became immediately effective, although they will not become official until ratified by the AP board of directors. This action will come up at the next meeting, to be held Oct. 1.

Direct Exchange

Unlike the contracts signed with AP by individual stations, which under the terms of the AP bylaws are required to be placed through the intermediary of an AP member newspaper, the network contracts were negotiated directly on an "exchange of news" basis, the AP management being authorized to make arrangements for the exchange of news with any individual or organization if it believes such an arrangement to be to the advantages of the AP membership.

Under these network contracts, NBC and CBS will place at the disposal of AP any news collected by their foreign correspondents or picked up by their listening posts from foreign stations. The networks will also pay a differential varying in proportion to the commercial use they make of AP news, which they are entitled to broadcast on either a sponsored or sustaining basis.

Contracts run for a year but carry automatic renewals for a similar period unless contrary notice is given in advance of the expiration date. The press agency retains control of its news to the extent that its approval of a contract is necessary before the sale of AP news by a network can be legally completed. Matter of whether or not the sponsored news program shall carry an AP credit line is left to mutual agreement, it was stated.

Negotiations for a similar contract with MBS are under way, Mr. McCambridge said, adding that meanwhile that network would continue to receive several news summaries daily on a "public service" basis arranged through the *Chicago Tribune*, AP member paper which owns WGN, Chicago affiliate of MBS.

With signing of the contract with NBC, the AP "public service" news that network has received for two years was cancelled, he stated, and as AP news becomes generally available to networks and stations this arrangement, under which five-minute news summaries and special bulletins were furnished for broadcasting without charge to stations and networks, will be gradually discontinued.

First AP Sponsors

First sponsor to make use of the network agreements is Pa-Pi-A Corp., New York, for Vanti Pa-Pi-A beverage. This company on Sept. 9 started sponsoring AP news periods on WEAF, New York, Mondays, Wednesdays and Fridays, 6:25-6:30 p.m., and on WABC, New York, Tuesdays and Thursdays, 6-6:05 p.m. Contracts, placed through Erwin, Wasey & Co., New York, run for three weeks, after which another client of this agency, Wasey Products, New York, will take over the periods for Barbasol and Musterole.

Barbasol will be advertised on WABC, with a Saturday period added to the Tuesday and Thursday spots on Oct. 5, and will also be advertised on the WEAF Monday, Wednesday, Friday periods, with the Tuesday, Thursday and Saturday spots on WEAF for Musterole.

First sponsor to be signed for network use of AP news is Nash Division of Nash-Kelvinator Corp., Detroit, which on Sept. 30 begins a five-minute program of AP news on approximately 60 NBC-Blue stations, Mondays through Fridays, 9:30-9:35 p.m. News will be broadcast by John B. Kennedy, who will start in this spot Sept. 16, giving the new news period a two-week sustaining build-up before beginning his sponsored series, which was arranged by Geyer, Cornell & Newell, New York, Nash agency.

Cost of Time

Though an innovation for NBC, the idea of a five-minute mid-evening news period, leaving a 25-minute period instead of the customary half-hour unit for sale to other sponsors, was adopted last year by CBS, which has used Elmer Davis with a European round-up in the 8:55 to 9 p.m. period since the early days of the war, with no apparent ill effects on the salability of the 8:30-8:55 time to other advertisers.

Sales executives of the Blue Network believe the 25-minute period following the news will be more readily salable both because of the audience already there to get the news and because of the special package price for the 25 minutes of 50% of the hour rate instead of the 60% charged for a full half-hour. The five-minute news spot is said to sell for 15% of the hour rate.

Another advertiser said to be considering sponsorship of a five-minute network strip of AP news, is Stanco Products, New York, which has previously used transcribed serial dramas to advertise Nujol, Mistol, Daggett & Ramsdell face cream and, in the summer months, Flit. No definite plans have yet been made, however, according to McCann-Erickson, New York, agency in charge of the Stanco account.

1903—Gate Taylor—1940

THE PASSING of one of radio's widely known and popular personalities was mourned by rank and file broadcasters and others in the industry with the untimely death Sept. 5 of F. Gaither (Gate) Taylor, 37, for nearly a decade advertising manager of BROADCASTING. "Sign-off" came after a three-month illness in a Washington sanatorium—a recurrence of a chronic respiratory ailment from which he had suffered nearly ten years ago.

Known to broadcasters, agency men, and radio people the country over as "Gate", Mr. Taylor had been in frail health for some time. He had played an important part in the establishment of BROADCASTING, joining the magazine before the first "dummy" had been thrown together. His background and experience in mechanical production, as well as in advertising layout and sales, acquired in newspaper work in the Midwest and in Florida, proved invaluable in steering the then new trade-paper through its swaddling-clothes stages.

Mr. Taylor became BROADCASTING'S advertising manager in the fall of 1931, and was there when the first issue made its appearance, 40 pages strong, on Oct. 15 of that year. The name "F. Gaither Taylor" adorned the masthead. Later, however, by dint of industry pressure, it became simply "Gate". He left BROADCASTING last January, resigning to join the advertising department of *Variety* in New York. He became seriously ill in June, and returned to Washington to enter a suburban sanatorium.

Before joining the BROADCASTING staff, Mr. Taylor was advertising manager of the *Terre Haute Tribune*, in his home town. He had started on the paper as a copy boy. In the Florida boom days he served as advertising manager of a string of newspapers in that State. Following his first illness he joined the late Harry Shaw, then publisher of the *Waterloo Tribune* and owner of WMT, Waterloo, in an executive advertising capacity. When Mr. Shaw agreed to sponsor the founding of BROADCASTING, Mr. Taylor came to Washington to work alongside the present publisher and editor of the publication. His knowledge, background and personality contributed much to BROADCASTING'S progress. When Mr. Shaw left the management and majority ownership of the publication in 1932, Mr. Taylor carried on with increased responsibilities and duties.

Mr. Taylor is survived by his wife, Mrs. Dianne Taylor, secretary to Rep. Clifton A. Woodrum, of Virginia, and a 12-year old daughter, Dianne; his parents, Mr. and Mrs. A. R. Taylor, of Terre Haute and Sarasota, Fla.; two brothers and three sisters. He was born in Terre Haute March 23, 1903.

Funeral services were held in Washington Sept. 5. Interment was in Terre Haute Sept. 7.

Set Sales, Time Buying Reveal Gains This Year, Dun & Bradstreet Says

SALES records for both radio manufacturers and broadcasters so far in 1940 are substantially better than 1939, according to a Sept. 10 report by Dun & Bradstreet. Quoting BROADCASTING figures of $171,114,000 in gross time sales of stations and networks in 1939, the report pointed out this represented a gain of 14% over the preceding year, with 1940 billings continuing "in a sharp upward trend". It also stated that, like manufacturers and distributors of radio sets, the broadcasting industry has found profits slower to expand than gross sales, although net earnings show fairly substantial increases over last year.

From the manufacturers' viewpoint, unit sales have run better than 25% above last year, when total volume exceeded 10,000,000 receivers. A favorable sales stimulant has been public interest in European war news and the Presidential campaign, it was observed. With turnover at a highly satisfactory rate, industry efforts now are directed toward translating volume into net earnings, according to the Dun & Bradstreet survey.

Prime factor in the slimming of profit margins for manufacturers has been the increased emphasis given low-priced sets and by outbreaks of price-cutting, particularly in retail channels, it was stated. In 1939 the average retail price of receivers was $34, compared with well over $100 a decade earlier. Since late 1939 the value of the average unit sale has tended slightly upward, and currently is close to $40, although it is not improved sufficiently to raise dollar sales volume to peak proportions of 1937.

The new FM receivers are given a key place among latest innovations of the industry, and the increased price of these sets, generally above $90, is being relied upon to build dollar totals as volume is developed. For the present television has taken a place on the sidelines, at least until standardization has been agreed upon, it was explained.

Luckies' Spots

AMERICAN TOBACCO Co., New York, has definitely decided not to resume the musical spot announcements for Lucky Strikes on New York stations during the balance of this year. The campaign, which started last spring, was discontinued early this summer, and it had been rumored that the series would start again this fall. Agency is Lord & Thomas, New York.

Executive Action On Defense Body Thought Imminent

Fly Meets With Industry Leaders in New York

WHITE HOUSE action on appointment of a Defense Communications Committee, to coordinate emergency planning in all branches of communications, including broadcasting, is expected soon, following revival of official conversations. An Executive Order, creating a board of five or more high ranking communications executives of the Government, including the military branches, now is awaiting President Roosevelt's signature and, with slight modification, might be issued at any time.

The whole plan, it is understood, was discussed by FCC Chairman James Lawrence Fly with the NAB Executive Committee and other industry figures at a special meeting in New York Sept. 13 which ran well into the night. Earlier in the week Chairman Fly had been in conference with NAB President Neville Miller, F. M. Russell, NBC Washington vice-president and Harry C. Butcher, CBS Washington vice-president.

Present at the New York meeting, which was shrouded in secrecy, were Niles Trammell, NBC president; Edward Klauber, CBS executive vice-president; Fred Weber, MBS general manager; Messrs. Miller, Russell and Butcher; Paul W. Morency, WTIC, Hartford, John A. Kennedy, WCHS, Charleston; Herb Hollister, KFBI, Wichita; John Elmer, WCBM, Baltimore, and Don Searle, KOIL, Omaha.

The original plan, fostered primarily by FCC Chairman Fly, was for appointment of a five-man Government board, with subcommittees representing each branch of the communications field, including broadcasting, telephone, telegraph and cables. Afterward, however, the suggestion was advanced, under broadcasting industry auspices, that a communications coordinator be named to serve under the Knudsen-Stettinius Commission as liaison with the proposed Governmental communications board. This plan apparently has been dropped in favor of the original proposal.

Merely Policy

Mr. Fly has stated repeatedly that the project was designed only to chart policy for emergency action and that there would be no interference whatever with industry operations and more particularly broadcasting. In other official quarters, it also has been emphasized that the committee would not seek to control or dictate operation but to formulate and coordinate plans for communications in the event of a war emergency. As projected, it would have nothing whatever to do with introduction of censorship measures.

Mentioned as possible appointees to the committee are Chairman Fly, Maj. Gen. Joseph O. Mauborgne, Army Chief Signal Officer; Rear Admiral Leigh Noyes, Director of Naval Communications; Comdr. Joseph F. Farley, Chief Communications Officer, Coast Guard; and a representative of the State Department — probably Thomas Burke, chief of International Communications.

OFFICERS and directors of the newly revived Georgia Assn. of Broadcasters pose earnestly after assuming their elective posts. They include (l to r) Ray Ringson, WRDW, Augusta, vice-president; Leonard Reinsch, WSB, Atlanta, director; Margie Willis, WTOC, Savannah, secretary-treasurer; E. K. Cargill, WMAZ, Macon, director; James Woodruff Jr., WRBL, Columbus, president.

Sustaining Talent Termed Employes

Except When Broadcasts Are Incidental, Decision Holds

RADIO performers, whether on sustaining or sponsored programs, are regarded as employes of the radio station for the purposes of the Wage & Hour Law, but persons appearing in a concert hall or playing in a hotel ballroom whose program is carried incidentally over the air are not in this relationship. This interpretation was announced Sept. 16 in a memorandum from Col. Philip B. Fleming, administrator of the Wage & Hour Division of the Labor Department.

Frequently Questioned

Questions involving these points had arisen in connection with inspections of radio stations in various parts of the country, and regional officials had submitted the matter to Col. Fleming. The memorandum sent the inquiring regional attorneys follows:

> You give two examples of different types of sustaining programs:
>
> I. In one example the performance is given in the radio station for the primary purpose of being broadcast. The radio station makes the selection of performers and generally pays them for their services. In some instances the radio station does not compensate the performers but merely permits the performer to use the facilities of the broadcasting station to publicize the talents of the performers in the hope that such performers will thereby secure employment. It appears that the radio station obtains a distinct benefit from the services performed by the performers in this type of sustaining program. The performers are engaged in rendering a service which is a functional part of the business of the radio station. The work is performed at the establishment of the radio station and would appear to be performed under the direction and control of the radio station.
>
> Therefore, it is the opinion of this office that such performers are employes of the radio station within the broad definition of the employer-employe relationship contained in section 3(d), (e) and (g) of the Act. If the facilities of the radio station are used in transmitting broadcasts which are heard outside the state, such radio performers are in our opinion engaged in interstate commerce and are therefore subject to the Act.
>
> II. The second example of sustaining program is one in which the radio station broadcasts a program by remote control from a concert hall or hotel ballroom. In this situation the performers are compensated for their services by the persons for whom the program is primarily given, viz., persons attending the concert or dance. It would appear that in this case the radio station does not exercise direction or control over the performers, such direction and control being exercised rather by the sponsor of the concert or dance. In this case it is the opinion of this office that the performers are not employes of the radio station.

NEW P & G SERIAL; OTHERS ARE MOVED

PROCTER & GAMBLE Co., Cincinnati (Drene), on Sept. 16 starts for 52 weeks, the dramatic serial *Those We Love*, on 69 CBS stations, Monday, 8-8:30 p.m. (EDST), with West Coast repeat, 8-8:30 (PST). Sold as a package deal by Wm. Morris Agency, which owns the show, the cast includes Nan Grey, Richard Cromwell, Donald Woods, Oscar O'Shea, Virginia Sales and Alma Kruger. Gordon T. Hughes, Chicago producer of H. W. Kastor & Sons, servicing the account, has been transferred to Hollywood to direct the weekly program, written by Agnes Ridgeway.

Serial was formerly sponsored by Standard Brands. Wm. Morris Agency has incorporated T. W. L. Productions under California laws as a corporate setup for *Those We Love*. Capital has been set at 200 non-par-value shares, with permission to market them. Directors are listed as John Hyde, Harry Friedman, Abe Lastfogel, Lou Goldberg, Robert E. Kopp, Ann Root and M. L. Stevenson.

With the change Sept. 29 to Eastern Standard Time, Procter & Gamble is making its usual program shifts of NBC serial programs, all on the Red network, Mondays through Fridays, as follows: *Man I Married* (Oxydol), from 10-10:15 a.m. to 11-11:15 a.m.; *Houseboat Hannah* (Oxydol), from 10:15-10:30 a.m. to 10-10:15 a.m.; *Guiding Light* (White Naptha soap), from 11:45-12 noon to 10:45-11 a.m., adding rebroadcast, 5:30-5:45 p.m.; *Road of Life* (Chipso), from 11:15-11:30 a.m. to 11:30-11:45 a.m.; *Against the Storm* (Ivory soap), from 11:30-11:45 a.m. to 11:15-11:30 a.m.; *Kitty Keene* (Dreft), 5:15-5:30 p.m. to (Dash), 11:30-11:45 a.m. The company also on Sept. 27 is discontinuing two serials on NBC-Red, *Woman in White* for Camay, 12-12:15 a.m. and *Midstream* for Teel, 10:15-10:30 a.m.

Agencies are Blackett-Sample-Hummert for Oxydol, Dreft; Compton Adv. for White Naptha soap, Ivory soap; Pedlar & Ryan for Camay, Dash, and Chipso, and H. W. Kastor & Sons for Teel.

Inquiry on Radio Deemed Unlikely

WITH Administration leaders pressing for recess or even adjournment of Congress by the end of September, proponents of legislation for a sweeping investigation of radio, including the FCC, were inclined to concede that chances for authorization of such an inquiry this year are now remote.

Also placed in jeopardy in the adjournment-or-recess drive is the nomination of Thad H. Brown to serve a new seven-year term as a member of the FCC. Action on his nomination, hanging fire since June, has been held in abeyance by the Senate Interstate Commerce Committee largely because of the violent opposition of Senator Tobey (R-N.H.). Senator Tobey preferred new charges against the veteran Ohio commissioner at an executive session Aug. 29, after which the Committee recessed subject to the call of Chairman Wheeler.

Pending before the Senate Committee, too, is the Tobey resolution seeking a far-reaching inquiry into the FCC and purported broadcasting monopoly [BROADCASTING Sept. 1]. Chairman Wheeler following the Aug. 29 meeting, said it was his intention to call the committee together shortly following Labor Day, Sept. 2 to act on both matters. Because of the absence of Senator Tobey, however, the Committee has not held another session though the Chairman indicated to BROADCASTING Sept. 13 that a session might be called during the following week. At Senator Tobey's office it was stated he would return Sept. 16.

Congressional leaders are pressing for adjournment by Sept. 28. There is the possibility, however, that a recess, rather than adjournment, will be voted, in which event it is presumed Congress would reconvene following the November elections.

The Brown nomination must be acted on at this session of Congress, or lapse. This Congress—the 76th—passes out of existence with adjurnment, or by the end of the year.

Latin-American Catalog Added to BMI Music

ACQUISITION of the largest catalog of Latin-American music in the world, under a long term contract effective Jan. 1, was announced by BMI Sept. 13, embracing some 4,000 tangos, congas and rhumbas, of which 3,000 already are on phonograph records (see BMI story on page 22). Currently controlled by ASCAP, the catalog goes to BMI with exclusive performing rights, and with an option to extend the contract. The music is that of Southern Music Publishing Co., Southern Music International, Editorial Pham, Mexican Association of Composers & Authors Inc., Editorial Argentina and De Musica Internacional.

Arrangements were consummated in behalf of BMI by M. E. Tompkins, vice-president and general manager; for the U. S. publishing houses, by Ralph Peer, president of the Southern company, and for the Latin American companies by Emilio Azcarraga, president of XEW, Mexico City, and of the Mexican Association of Broadcasters.

Locals to Negotiate Own Music Pacts

Petrillo Extends IRNA Contract Plan to Independents

AN ARRANGEMENT whereby non-network radio stations will continue to employ musicians under the terms of their previous national agreement which expires Sept. 15, but with the new contracts to be negotiated locally between the individual broadcasters and locals of the American Federation of Musicians, was worked out Sept. 12 at a conference at the union's New York headquarters.

Harold A. Lafount, president of National Independent Broadcasters, and Joseph L. Miller, labor relations director of the NAB, represented the broadcasters, while the musicians were represented by James C. Petrillo, president of the AFM.

Resembles IRNA Plan

Settlement follows almost to the letter the plan adopted last January by the AFM and the Independent Radio Network Affiliates for future operations following the conclusion of their national agreement on Jan. 17 [BROADCASTING, Feb. 1]. The IRNA-AFM settlement was reached only after lengthy negotiations, during which the musicians' union several times threatened to call a national strike of their members employed in radio unless the network affiliate group agreed to accept the union's new national plan of settlement, calling for greatly increased payments to the musicians by the broadcasters.

On advice from the Department of Justice that negotiation of another national agreement might lead to possible Government prosecution under the anti-trust laws against both the AFM and the broadcasters, which action would place the broadcasters' licenses in jeopardy, IRNA refused to sign another agreement binding stations to expend a set percentage of their incomes for the employment of AFM members, whether or not such employment was deemed essential or desirable for efficient station operation.

The NIB-AFM agreement, on the contrary, was set at a single informal conference. Mr. Petrillo, it was reported, made the suggestion that the previous national agreement be allowed to lapse without being replaced by another such document, but that its terms and conditions be followed by the stations in negotiating new contracts with their local unions. He suggested that this more informal arrangement be given a year's trial and if it works out satisfactorily during that period such results will be proof that no national agreement is necessary. If it does not work out, he said, then the union may find it necessary to ask the broadcasters for the reinstatement of a national plan.

With this matter settled, for the time being at least, the AFM president can turn his full attention to the court fight precipitated by his attempt to force into the AFM ranks all instrumentalists and symphony conductors who are now members of the American Guild of Musical Artists [BROADCASTING, Sept. 1]. His demands, which were accompanied by the threat that such artists would be banned from appearing on the radio, making phonograph records or playing with symphony orchestras unless they had become AFM members by Labor Day, were rejected by AGMA, which on Aug. 28 turned to the courts to ask for a temporary injunction against the AFM and received a stay from Justice Ferdinand Pecora of the New York State Supreme Court, who set the case for hearing Sept. 5 before Justice Carroll G. Walter.

At the request of Henry A. Friedman, AFM counsel, AGMA's attorney, Henry Jaffe, consented to a postponement, which was granted by Justice Walter. The hearing is now set for Sept. 17, before Justice Aaron Steuer, the temporary stay meanwhile remaining in effect.

The AFM contention, as contained in Mr. Petrillo's letter of Aug. 5 to Lawrence Tibbett, president of AGMA, is that "the charter of AFM granted by the American Federation of Labor calls for all instrumentalists to belong to AFM." Explaining that the AFM has not "interfered with such artists [as Heifetz, Elman, Hofman, Horowitz], and rightfully so, feeling that they were in a position to take care of themselves and were not in competition with members of the AFM," the letter continues: "The request that we are making at this time has been brought about by the reason that these instrumentalists saw fit to join a labor union, and so long as they desire to belong to a labor union, then they rightfully belong to the AFM."

Tibbett's Side

The other side of the case, as stated by Mr. Tibbett, is that AGMA was organized in 1936 "to foster the interests of singers in grand opera, concert, recital and oratorio; vocal and instrumental soloists and their accompanists; and symphony conductors. They have special problems as artists and professionals which are served by no other organization. Theirs is not the usual problem of collective bargaining for their remuneration is usually arrived at on an individual basis. The concert artist is primarily concerned with preventing exploitation by agents and managers, and eliminating certain practices which we as artists consider unfair. Neither Petrillo nor his union are equipped by experience, ability or methods to take care of these problems. Nor has the American Federation of Musicians, since its foundation more than 40 years ago, ever shown any interest in the problems of the concert artist."

The American Federation of Radio Artists, which recently elected Mr. Tibbett as its president and so may be presumed as a supporter of the AGMA stand, was also mentioned in Mr. Petrillo's letter as having "taken in entire orchestras, which of course is in violation of its charter." This charge was dismissed as "utter nonsense" by Mrs. Emily Holt, executive secretary of AFRA, who declared that it had never infringed on the rights of the AFM. When Mr. Friedman, AFM attorney, was asked about this statement of Mr. Petrillo, he said that "all that will come out at the hearing".

AGMA has circularized its membership, asking funds to support its court fight against the AFM encroachment, which it intends pursuing until a permanent injunction against the musicians' union has been secured. Plans for a fund-raising concert, originally suggested to take place the end of this month, are being held in abeyance until the Sept. 17 hearing, it was stated at AGMA headquarters.

KOME Joins Blue

KOME, Tulsa, joins the NBC-Blue network Sept. 29. Its evening rate will be $120 per hour. It is now an MBS and Oklahoma Network outlet.

EXECUTIVES from Westinghouse Radio Stations headquarters and KYW officials on Sept. 3 made a test run in this new mobile unit of KYW, Philadelphia. The boys who hopped a ride on the new station wagon included (l to r) Griffith B. Thompson, sales manager for Westinghouse stations; Lambert B. Beeuwkes, KYW sales promotion manager; E. H. Gager, KYW plant manager; Leslie W. Joy, KYW general manager; J. B. Rock, assistant manager and Lee B. Wailes, general manager of Westinghouse stations; James P. Begley, KYW program manager.

RENEWALS CLAIMED FOR FR. COUGHLIN

REPORTING that "approximately 80% of the stations have renewed their contracts," Aircasters Inc., Detroit agency, has advised BROADCASTING that Fr. Charles E. Coughlin's new half-hour transcription series will start as originally scheduled, Oct. 6. Contracts, according to Stanley Boynton, head of the agency, will run for one year. This was stated despite the NAB Code Committee ruling that Fr. Coughlin's broadcasts are acceptable only for the duration of the political campaign [BROADCASTING, Sept. 1].

Mr. Boynton's reference to 80% of the stations presumably means that most of the stations formerly carrying Coughlin on his independent hookup have accepted his Sunday talks on transcriptions. They are being placed for the Sunday 4 p.m. (EST) period. Mr. Boynton said he had requests from 10 to 15 additional stations, and that some of these supplant others not now signed.

Aircasters, Mr. Boynton also stated, handles 14 other accounts besides Fr. Coughlin. At the end of the fiscal year May 31, 1940, he said, it had cleared 6,982 hours of broadcast time and built 414 special networks. The list of accounts was not stated, but station reports include Wesley Radio League, Detroit (religious) using a weekly transcription *Back to America* on a 26 weeks schedule and placed through that agency.

New NBC Rate Cards

EMPHASIZING the increased independence of NBC's two networks, each now has its own individual rate card instead of being combined on a single NBC rate card as formerly. The Red Network's rate card No. 27, effective Sept. 1, was issued Aug. 29 [BROADCASTING, Sept. 1]. The Blue Network's rate card No. 27, also effective Sept. 1, was issued two days later, Aug. 31, covering 137 stations. Changes since the previous card, issued in October 1939, include a new outlet in Richmond, WRNL, a 1,000-watt station operating on 880 kc., with a base rate of $140 per evening hour; the addition of WKBB, Dubuque; WCBS, Springfield, and the new Blue Florida Network. Another addition is WAKR, Akron, which will join the Blue when it begins operations about Oct. 1.

CBS-Pacific Rate Card

CBS-Pacific Network rate card No. 3 now being issued contains no alterations in rate structure. It outlines advances in technical facilities of three Northwestern affiliates and an increase in Southwestern coverage through availability of KROD, new 250-watt El Paso station, to West Coast advertisers. The three Northwestern stations whose service areas have been widened are: KIRO, Seattle, with an increase from 1,000 to 10,000 watts; KFPY, Spokane and KVI, Tacoma, recently granted night power increases from 1,000 to 5,000 watts.

Lever's 'Big Town' Discs

LEVER BROS. Co., Cambridge, Mass., on Oct. 25 will start transcribed version of the *Big Town* program, which starts live on CBS Oct. 9, on about 30 stations. The transcriptions shows will run about three weeks behind the live version, according to Ruthrauff & Ryan, New York.

Schreiber Named To Coordinate All WGN Operations

Five-Division Setup Created; Bacher Program Chief

APPOINTMENT of Frank P. Schreiber, for nine years director of publicity and promotion of WGN, Chicago, as coordinator of all station operations, was announced Sept. 6 by W. E. Macfarlane, president of MBS and business manager of the *Chicago Tribune*, which owns and operates the station. The appointment mainly concerns the problems of management and inauguration of a five-divisional operating setup whereby the departmental heads of each reports directly to the coordinator.

Mr. Bacher

Mr. Schreiber succeeds Quin Ryan, manager since 1930 and identified with the station since 1924, who continues as commercial announcer and handler of major special event broadcasts.

The five divisions, which will include all employes except announcers, production men and the members of the press department who are unclassified and will report to Mr. Schreiber themselves, are production and programs, sales, engineering, music and auditing.

Bacher Heads Programs

William A. Bacher, for many years associated with the production of leading network shows such as *Maxwell House Showboat* and *Hollywood Hotel*, will head production and programs. This will include mainly the creation and production of large network and local shows. Since joining WGN in March 1940, Mr. Bacher has been responsible for popular operetta series, *Chicago Theatre of the Air*, *The Sunday Symphonic Hour*, and *In Chicago Tonight*.

Sales will be headed by W. A. McGuineas, formerly in charge of WGN sales in New York, who replaced Ed Wood in the Chicago office when the latter went East to head Mutual's sales last spring.

Engineering is headed by Carl J. Meyers, for many years chief engineer. Music will continue under the supervision of Henry Weber, also long employed as head of that department. No announcement has been made as to auditing.

Mr. Schreiber joined the *Chicago Tribune* in 1919 as an assistant in the sports department. He went in turn to the copy desk, back to sports as major league baseball writer, to assistant sports editor and, in 1928, became purchasing agent for the newspaper. He joined WGN as publicity director in 1931.

'Cavalcade' to Resume

ALTHOUGH details have not yet been settled, E. I. duPont de Nemours & Co., Wilmington, Del., plans to resume *Cavalcade of America* on Oct. 2 on a split network of NBC-Red and Blue stations, Wednesdays, 7:30-8 p. m. Some stations may carry the program as a delayed broadcast, similar to arrangements made last year, according to BBDO, New York, the agency.

Succeeds Quin Ryan

FRANK P. SCHREIBER

$400,000 IN SPOT PLANNED BY VICK

VICK CHEMICAL Co., Greensboro, N. C., has definitely decided to return to its original spot radio campaign for Vick's Vatro-nol and nose drops, following a controversy between executives of the company and the agency, Morse International, New York, to decide whether the company would sponsor a serialized version of *Gone With the Wind* on CBS [BROADCASTING, Sept. 1].

The company will spend between $400,000 and $450,000 on the campaign which will start Sept. 23 and consist of spots several times weekly on over 100 stations throughout the country. Almost 85% of the time periods originally scheduled before the GWTW plan arose will carry the campaign, probably for a 26-week period.

Morse International on Sept. 4, after the return to the spot campaign had been decided, gave a cocktail party in the Cloud Club, New York, for station representatives and managers in appreciation of their cooperation after the network deal to sponsor GWTW had fallen through.

Revelation's Football

PHILIP MORRIS & Co., New York, on Sept. 28 will start a football program for Revelation tobacco on Mutual hookup of WOR, WGN and CKLW, twice weekly at 8:15 p. m. Eddie Dooley will conduct the quarter-hour program, on Thursdays giving predictions on the winning football teams, and on Saturdays reporting the scores of the day's games. Agency is Biow Co., New York.

Atlantic's Football Course

ANNUAL football training course for commercial and play-by-play announcers handling football games for Atlantic Refining Co., Philadelphia, will be held Sept. 19-20 at Philadelphia at the offices of N. W. Ayer & Son, Atlantic agency. Complete schedule of Atlantic Refining sponsorship was published in the Sept. 1 BROADCASTING.

Pushbutton Putsch

PLANS to marshall the entire radio industry in a cooperative movement in effecting speedy changeover of pushbutton receivers when the reallocation of 1941 becomes effective March 29, are being worked out by NAB under Ed Kirby, public relations director, and Art Stringer, promotion coordinator. To avoid any interference with set sales and with listening, the efforts will be restricted to behind the scenes work with manufacturers, jobbers, dealers and servicemen, as well as broadcasters, until a few weeks before the action shift. The NAB-RMA joint industry committee is in accord with this plan, according to Col. Stringer.

New Station in Ottumwa Favored; KTRB Slated For Increase on 740 kc.

FAVORING a 100-watt application over one seeking 250 watts on the same facility, the FCC, in proposed findings announced Sept. 12, authorized J. D. Falvey to construct a new station on 1210 kc. in Ottumwa, Ia. The Commission in the same decision proposed to deny the application of Louis R. and Maurice E. Spiwak, local furniture dealers, who asked for the same frequency with 250 watts, holding that such a station would cause objectionable interference to KGLO, Mason City, also on 1210, and to KFJB, Marshalltown, on 1200 kc.

Mr. Falvey's 100-watt operation, it held, would cause no such interference. Mr. Falvey is a veteran newspaper and radio salesman.

In a second opinion, the FCC announced it proposed to grant the application of KTRB, Modesto, Cal., for a change in hours from daytime to limited time on 740 kc., the clear channel occupied by WSB, Atlanta, and to increase power from 250 to 1,000 watts, conditioned upon filing within two months of an application specifying transmitter location and antenna system.

The application of KXL, Portland, Ore. local, to shift from 1420 to 740 kc. and increase power from 250 watts to 10,000 watts and change hours from sharing to limited time on the WSB channel, the FCC announced in its proposed findings, is slated for denial. It held that Portland now receives primary service from eight stations, four of them fulltime, and that this distribution of service appears adequate when compared with the advantages to be gained by the residents of Modesto.

KVOO Ready for 50 Kw.

COINCIDENT with announcement by the FCC of the new reallocation effective March 29, 1941, William B. Way, vice president and general manager of KVOO, Tulsa, announced that the station will begin operation with 50,0000 watts on 1170 kc. on the switchover and has already placed its equipment orders. Improvements will entail an outlay of $75,000, he said, with contracts already let for three 400-foot antennas. KVOO now operates on 1140 kc. with 25,000 watts.

Dunlap Is Named To RCA Position

Becomes Information Chief; Heath to Mullen's Post

WITH THE appointment of Orrin E. Dunlap Jr., radio editor of the *New York Times*, as manager of the Department of Information of RCA, effective Sept. 16, Horton Heath, who heretofore has held that title, was elevated to director of advertising and publicity. Mr. Heath officially takes over the duties of Frank E. Mullen, who transfered to NBC Aug. 2 as vice-president and general manager of the network [BROADCASTING, Aug. 1].

Mr. Dunlap, one of the country's best-known radio personalities and originator of the radio department of the *New York Times*, has been the newspaper's radio editor since 1922. He is author of seven books on radio. During the World War he served as operator in the Navy, graduating from the Naval Radio School at Harvard as one of the three honor men in the class.

Mr. Dunlap

Mr. Heath

A Radio Pioneer

Mr. Dunlap was graduated from Colgate in 1920 and afterward attended the Harvard Graduate School of Business, specializing in advertising and marketing. After a year with Hanff-Metzger Adv. Agency he joined the *Times*. A pioneer in amateur radio, he was an early member of the American Radio Relay League and is a member of the Veteran Wireless Operators' Assn. and the Institute of Radio Engineers.

Mr. Heath joined RCA in 1936 and became manager of the Department of Information in 1939, under Mr. Mullen. Upon Mr. Mullen's resignation he was made acting head of the department and now has succeeded to the top post. He was born in Chicago in 1889 and after graduation from Harvard in 1911 was associated with the Larkin Co. until 1922. Afterward he entered the agency field and in 1927 became a partner in the agency of Michaels & Heath. In 1934 he became a partner in United Adv. Agency. After a year as associate editor of the *New Yorker*, he joined RCA.

AFRA Checking on Benefits

WITH spurious "benefit" rackets being attempted in times of crises, Los Angeles Chapter of AFRA has warned its membership to beware of such performances not cleared through Theatre Authority. Talent requested to donate services on any program, show or personal appearance under headings of Red Cross, War or European Relief, or any other such benefit has been advised to contact AFRA or TA offices. In view of impending "war clause" articles appearing in proposed and current contracts, AFRA has also notified members to submit such agreements to the organization for counsel before signing. Under basic membership rules, AFRA reserves the right to check contracts of all members.

XUM

How to Clean Up in Cleaning Business

Hartford Chain Discovers Airwaves And Wave of Prosperity Ensues

By WALKER GULLATT

General Manager, Howard's Cleaners, Hartford

BUSINESS was good—just pretty good—in the chain of Howard's Cleaners stores in Hartford two years ago. But that didn't satisfy the 29-year-old chain manager, Walker Gullatt. With youthful daring he decided to make it very good, with perhaps a faint hope that it might become colossal or maybe superlative. The method chosen was radio, with WDRC providing the facilities. Since that time Howard's business has gone up by bounds and leaps and Mr. Gullatt is glad to tell all comers that the credit belongs to radio. Recently he took on a new line, fur storage. Already the originally set quota has been doubled.

THIS is a story I am happy to tell. It is not a long story. It's a story of an adventure I took, and how it came out.

The tale goes back almost two years, to the fall of 1938. Business was pretty good in the chain of Howard's Cleaners stores I operate. Just pretty good!

And so, being young and adventurous—I'm 29—I took the plunge. I tried something I had never tried before. I didn't want my business to be just pretty good. I wanted it to be good, darn good.

So I went on the radio.

I selected WDRC for the great experiment, and said, "Go ahead, boys, see what you can do for me."

And They Did

That was Oct. 31, 1938.

I have been on the air since then over WDRC. I have not only one program a week, but two! And here is where the story gets hot. What do you suppose these WDRC programs did for me?

First, they increased my business 80%!

Second, my plant facilities were increased 60%, and more stores are opening as time goes on!

Third, we've started fur storage now, and we've already doubled our quota!

I have just renewed both programs over WDRC for an indefinite period. You can't unsell me on radio. I am what is known as the satisfied customer, and I don't hesitate for a minute in letting the world know about it.

Well, how did we do it? How did we make this "success story" work?

When I decided to try radio back in 1938, I asked myself just what people I wanted to hit. Well, I wanted to hit everybody. Everybody wears clothes, shirts, dresses. I had to have a program to which everybody listened, and it had to be good.

So I talked it over with WDRC and they said, "We have just what you want, the street broadcast. Everybody listens to that. We've got the best one in town. It's a natural for you."

I took it.

All They Do Is Talk

Two of WDRC's best announcers are on that show—Chief Announcer Ray Barrett, a former actor in both vaudeville and legitimate, and Bob Provan, a smooth-talking boy who got himself elected city alderman. As a team, they do a splendid job of stopping a stranger, a neighbor, any passerby, and talking things over. Major problems of the day are discussed and every once in a while the boys go wild and ask questions like "who really proposes, the man or the woman?" or "How did you land your husband?"

It goes over great. I listen to it myself!

How do we work the plugs? Well, Barrett opens the show with a short one on Howard's Cleaners. Then as each person completes his interview, he is handed a special ticket from our stores which entitles him to a free cleaning job, our reward for appearing on the street show and answering the questions.

And, of course, as the announcer hands the stranger the ticket, he doesn't hide the fact. He leads up to the presentation; maybe he talks about spots in the sky, or spots in front of your eyes. Then he says, "if you have spots in your clothes, here's a ticket, take them to Howard's Cleaners, and out they come!"

We give it to them easy. We don't want to interrupt the continuity of the program. We give away five or six tickets during the 15-minute broadcast. Then, there is a brief closing announcement for Howard's Cleaners.

Business was wonderful. The Barrett and Provan combination grew better and better. I must have started a trend, because that street broadcast period over WDRC is now a pretty popular spot with other advertisers in the Connecticut area.

How About Fur Storage?

And so, a few months ago, with business leaping and the plant expanding, I said to myself, "How about fur storage? We're expanding beautifully now, let's go into fur storage."

We leased a place, quietly, because we didn't want to say anything until we were ready. And then, when we were ready, I talked again with the boys at WDRC, who, by the way, were pretty happy about the whole thing, too.

"I'm ready for fur storage, now," I said. "What shall I do?"

I took a half-hour afternoon program from 4:15 to 4:45 on Wednesday. This is Ray Barrett's afternoon *Music Off the Record* program, a record show with Ray breaking it up with conversation. He operates the same program from 7 a.m. to 8 a.m. with great commercial success, so I figured, "what could I lose" and took it.

And I set me a quota on fur storage.

I doubled it. I had to increase the plant, and more besides.

'I'm Tickled Pink'

And so, here I am. A Monday afternoon man-on-the-street broadcast and a Wednesday afternoon record show with an outstanding announcer, each and every week.

I've been in this business since I was 17. That was 12 years ago, and I've never seen anything like it. I don't have to worry about business. I have to worry about keeping up with it.

I'm tickled pink about what radio has done for Howard's Cleaners. It has exceeded my expectations a hundred times over.

And so. when WDRC Salesman J. Eric Williams rolls in and says, "Well, Walker, how are you doing? I hope you are going to renew," I have to restrain myself from throwing a coat hanger at him.

They don't have to sell me radio. I'm sold!

CANADA STATIONS GET WORLD SERIES

BROADCASTS of the 1940 World's Series will be heard in Canada as well as the United States under sponsorship of Gillette Safety Razor Co., bringing the list of stations to more than 200, it is estimated, or approximately the same number used by the same sponsor in the 1939 series.

Contract awarding the exclusive broadcast rights to the Series in Canada to the Canadian Broadcasting Corp. was signed Sept. 6 by J. I. Stampleman, president of the razor company, and Maj. Gladstone Murray, general manager of CBC. Fred Weber, general manager of MBS, which will broadcast the series exclusively in the United States, including about 150 stations in the hookup, and Dr. Augustin Frigon, assistant general manager of the CBC on the French network in Quebec, witnessed the signing.

Station list will be ready for release shortly, it was stated at MBS headquarters. Selection of announcers for the series has not yet been completed and will probably not be announced until the three-way battle for first place in the American League concludes and it is reasonably certain which cities will be the scene of the games.

IN AN INNER sanctum of MBS offices Milton Dammon, president of American Safety Razor Corp., recently signed the biggest "newscaster contract" ever consummated by the network [BROADCASTING, Sept. 1]. Under the agreement Wythe Williams, MBS news analyst and noted foreign correspondent, goes on the air twice weekly for the company on behalf of Star razor blades. Gathered for the signing are (l to r, sitting) Fred Weber, MBS general manager; Mr. Dammon; J. B. de Mesquita, vice-president and general manager of American Safety Razor Corp.; (standing, l to r) Wythe Williams; Jules Singer, vice-president and account executive of Federal Adv. Agency, which handles the account.

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2 More Join Mutual

WJW, Akron, on Sept. 22 will join MBS and together with WBML, Macon, Ga., which joins Mutual on Oct. 1, will bring the total affiliates of the network to 146 stations. WJW, operated by WJW Inc., operates on 1210 kc., 250 watts, and WMBL. owned by the Middle Georgia Broadcasting Co., will operate on 1420 kc.. 250 watts, when it starts operations on that date. The MBS operating board is next scheduled to meet in Chicago Sept. 18.

Slim Party Budgets, Discord On Sponsor Angle Plague Nets

Actual Time Sales Are Far Below Mid-Year Hopes; President's Speeches Draw GOP Demands

DECREASED radio budgets of political parties, coupled with the prospect of increasing inter-party disagreement on what is and what is not a political broadcast, appear to have shifted more of a burden than a benefit to broadcasters' shoulders for the duration of the current campaign.

Despite the late campaign start and its promise of fast and furious action, actual political time purchases on a national scale are far behind mid-year expectations. A paucity of campaign funds, along with statutory restrictions placed on campaign spending by the Hatch Clean Politics Act, emphasize the likelihood of a slim commercial year in political broadcasting.

Close Competition

However, the prospect of slim campaign revenue appears to be only one of several situations likely to plague the industry during the campaign. Present indications are that budget restrictions are forcing the dominant parties—Republicans and Democrats—into a position where each will watch the other's broadcasts like a hawk. When a sustaining broadcast such as President Roosevelt's Labor Day address at Chickamauga Dam goes on the air, the opposing party will press for an opportunity to answer—also on sustaining time—on grounds that the speech was political in character. The protests of Republican leaders against this Labor Day address may become typical, particularly since it has been indicated by the White House that President Roosevelt probably will make several state-of-the-nation radio addresses during the campaign period.

If Presidential speeches continue to draw protests from the opposition, with networks and broadcasters maintaining their policy of carrying Presidential addresses when they are of national interest, radio may face a heavy demand for sustaining time. Another complicating factor arises from the possibility that the parties, without money to buy time, might just say that Candidate Roosevelt or Candidate Willkie is speaking on a certain date, calling attention to the appearance but making clear that no request for radio coverage is requested. Such a left-handed invitation might prompt broadcasters to carry the speech purely as a public service if it appeared to be of definite interest, regardless of its political nature and despite the ensuing clamor for corresponding facilities to answer.

White House Meeting

The prospect of such a situation already has proved strong enough to prompt a meeting between network representatives and Steve Early, White House press and radio secretary. Following repercussions from the Chickamauga speech, Mr. Early met with network representatives Sept. 4 and 5 to explain the difficulties in prejudging whether a Presidential speech is political or non-political. Although the meetings resulted in little but a discussion of mutual problems, it was emphasized that the White House would not in any way attempt to take advantage of broadcasters in their policy of covering all important Presidential addresses.

This White House assurance took material shape Sept. 11 when the Democratic National Committee paid for the broadcast of the President's "labor speech" on 45 NBC-Blue and 110 CBS stations. Previously it had been indicated that although the address, made before the Washington convention of the International Brotherhood of Teamsters, Chauffeurs, Stablemen & Helpers Union (AFL), would be available for broadcast, it would not be sponsored and no broadcast time was requested. Decision of the Democratic party to sponsor the avowedly political talk was made the day before the broadcast, although Daniel J. Tobin, president of the union, had stated that the union would pay $20,000 for the broadcast time if necessary.

GOP's Reduced Fund

To date the Democrats, under the direction of G. W. (Johnny) Johnstone, radio director, have bought virtually all the broadcast time used by the national organizations of any of the parties. Republican radio efforts, directed for the Republican National Committee by Wells (Ted) Church, will go into commercial time after GOP Candidate Willkie's campaign-opening speech from Coffeyville, Kan., on Sept. 16, carried on a sustaining basis by all the networks.

Mr. Church stated to BROADCASTING that although plans are in the works, no time has been definitely bought except a half-hour election eve network spot Nov. 4. It was indicated that the Republican radio budget probably would not be even as large as the $250,000 Democratic fund and that time-buying would be strictly on an as-you-go basis. The radio division of the Republican National Committee, through J. Walter Thompson Co., its agency, is producing a series of recorded one-minute announcements which will be available to State committees if they want to use them, but these will not be sponsored by the national organization.

The Democrats have bought several units of network time as well as some spot transcription time in connection with the Vice-Presidential campaign of Henry A. Wallace in the Midwest. In addition to President Roosevelt's Sept. 11 speech to the teamsters' union, the party bought a half-hour on 42 CBS stations Sept. 10 for a scheduled address by Speaker William B. Bankhead, eventually read by someone else because of Speaker Bankhead's illness, and 15 minutes on 116 NBC-Red stations Sept. 12 for an address by Mayor LaGuardia, of New York.

Democratic Spots

The Democratic Party also is using spot in connection with the Wallace tour through the farming territory of the Midwest, preceding his appearances in each State with transcriptions of the *We, the Farm-*

(Continued on page 87)

MODERN CAMPAIGN technique is illustrated in this *We, the Farmers, Speak* program, sponsored Aug. 28 by the Democratic National Committee on a coast-to-coast MBS network, and now used as a transcribed campaigning feature. Originated in the studios of KSO, Des Moines, the half-hour interview feature was heard on the eve of the acceptance speech of Henry A. Wallace, Democratic vice-presidential candidate. Interviews with rural folks, gathered at the forum table, were conducted by Bill Baldwin, KSO farm commentator. Seated around the table are (l to r) Will E. Sitterley, farmer, Canal Winchester, O.; Mrs. John Kelleher, farm woman, Bevington, Ia.; G. W. (Johnny) Johnstone, radio director of the Democratic National Committee and producer of the program; Vincent Browner, Des Moines grocer; Mrs. Harild Van Fossen, farm woman, Adel, Ia.; J. H. Barrett, farmer, Dixon, S. D.

Dill for Governor

FORMER U. S. Senator C. C. Dill, co-author of the Communications Act of 1934 and of the original Radio Act of 1927, may be Washington State's next Governor. Late returns from the Sept. 10 State primaries indicated he had defeated Gov. Clarence D. Martin for the Democratic nomination, and would oppose Mayor Arthur B. Langlie, of Seattle, Republican nominee, in the November elections. Senator Dill, after retiring from the Senate, entered private practice of law in Washington and then returned to his home town, Spokane.

Communist Party Claims Prejudice

Tells Fly That NBC Refuses To Sell Available Time

TROUBLES of the Communist Party in securing radio time were chronicled in detail Sept. 5 in a formal complaint to FCC Chairman James L. Fly, charging NBC with "unfair treatment" and "a shocking attempt at censorship of political expression". Citing NBC's "refusal" to contract for eight Communist coast-to-coast hookups "on dates and places which were unsold and available", the complaint demanded that the FCC take immediate action against NBC to compel compliance with political broadcast rules "and upon their failure to do so, for the revocation of their broadcasting licenses".

According to the Communist explanation, the national election campaign committee of the party commenced negotiations with NBC for eight national hookups following the nominations of Earl Browder and James W. Ford at the June Communist convention. At the time NBC was said to have informed party officials that no time would be sold to political parties until all nominating conventions were held.

The complaint continued that after the Democratic convention in mid-July, discussions resumed when NBC invited party representatives in for a conference and exhibited time schedules available for sale during the campaign.

Evasion of Law Claimed

On July 30 a formal order for eight broadcasts was placed for dates and places which were "unsold and available", with the first program to have gone on the air Labor Day, Sept. 2, it was stated.

Since that time no word regarding the order has come from NBC, despite efforts on the part of the party to consummate a contract for the times selected, the complaint continued. Observing that all efforts to elicit further information from NBC had been fruitless, the complaint charged that "such evasion is a clearcut violation of your Federal rules concerning like treatment to all political parties, and would be outright refusal to sell us time".

"The action of NBC constitutes not only unfair treatment of the Communist Party, but a shocking attempt at censorship of political expression by a monopoly corporation," the complaint declared. "The Communist Party cannot permit such constitutional violations to go unchallenged, not only for its own sake, but in the interests of the democratic rights of the whole American people."

In a statement issued after the complaint was forwarded to Washington, William Z. Foster, national chairman of the Communist election campaign committee, charged that "this arbitrary action of a corporation of which political party should and which political party should not address the citizens of the country in a national election campaign is not only an abridgement of free speech but a direct attempt to imitate a Nazi election in the United States, where all except approved monopoly candidates are ruled out."

NBC had made no comment on the Communist charges as BROADCASTING went to press.

Arbitration Plan Averts AFRA's Strike

New York Local Accepts Board Offer; Net-Union Meeting Sept. 16

By BRUCE ROBERTSON

STRIKE of the American Federation of Radio Artists against NBC, CBS and MBS, which would have taken from the networks every actor, singer and announcer employed on sustaining programs, and which was scheduled to be called either Sept. 14 or Sept. 15, was averted Sept. 12 when a meeting of the union's New York local approved the action of the union's executive board in accepting an offer mediation made by William H. Davis, chairman of the New York State Board of Mediation.

Telegram from Mr. Davis, received at 6 p. m., Sept. 12, while the board was planning strike action, reads as follows: "Understand AFRA is holding a meeting tonight for the purpose of taking a strike vote. The public interest demands that this board make every effort to avert this threatened strike and I therefore strongly urge that no strike be called by your organization until you have exhausted every effort to reach an agreement through mediation. I have requested the companies involved, namely CBS, NBC and MBS, to participate in an immediate conference at my office with your organization so that we may aid both sides in reaching a peaceful settlement. Pending the outcome of this conference, the State Mediation Board requests the companies and the union to preserve the status quo under the terms of their existing agreements. Such conference will be held at the offices of this board, 250 W. 57th St., at 2 p. m., Monday, Sept. 16. Please confirm."

AFRA Members Approve

AFRA meeting in New York, attended by some 750 members, approved acceptance of the offer of negotiation, and also ratified the action of the delegates at the recent AFRA convention in giving the union board the power to take any steps it deems necessary in its negotiations, up to and including the power to call a strike. Meetings of the Chicago, Los Angeles and San Francisco locals, scheduled for the evening of Sept. 13, were expected to take similar action, authorizing the board to call a strike if necessary, but approving its acceptance of the mediation offer.

This offer was also accepted by the three networks, which had been preparing substitute sustaining schedules in readiness for the strike of the talent union, expected last weekend following the breakdown of negotiations between the networks and union. Although a number of meetings had been held following the AFRA convention, neither AFRA nor the networks was willing to yield from its established position, and a strike seemed inevitable.

In the negotiations, which had been under way since early summer, the networks were represented by Mark Woods, vice-president and treasurer of NBC; Lawrence Lowman, vice-president of CBS, and Julius Seebach, WOR vice-president, while Emily Holt, the union's executive secretary, and George Heller, assistant executive secretary and treasurer, acted for AFRA. Previous sustaining agreement expired Aug. 12, but was extended for an additional month during negotiations by mutual consent of networks and union.

Chicago Dispute

In Chicago some dispute developed over the position taken by broadcasters in that city after AFRA headquarters had received the report that Chicago agencies would not sign letters accepting the decision of the arbitration association unless AFRA agreed to maintain the status quo on payments to staff announcers for commercial programs until expiration of the present code next February.

Sid Strotz, NBC Chicago vice-president, commenting on this report, declared he did not say what the agencies would do but merely spoke for NBC. He added that in his opinion it would be "a violation of the letter and the spirit of the arbitration award if AFRA, as reported, requested the agencies to agree to pay special fees to staff announcers in view of the fact that the award confirmed the staff announcer principle of no special fees on local commercial broadcasts for staff announcers."

Raymond Jones, executive secretary of AFRA in Chicago, said that since agencies were fully represented at the recent hearings before the association, they should abide by the rules set down by that board.

At a meeting of Chicago advertising agencies Sept. 12 to determine a definite answer to the AFRA letters in regard to payment to announcers, action was delayed until further explanation by AFRA was received on interpretation of local rates, such as 5 and 10-minute periods and frequency of broadcasts. Approximately 50 agency representatives attended the meeting, presided over by Jack Scott of Schwimmer & Scott, chairman of the agency subcommittee to deal with AFRA. Also on this committee are Frank R. Steel, president of Frank R. Steel & Associates, and Walter E. Smith, president of Rogers & Smith. The agency interpretation of the code was forwarded to AFRA headquarters in New York with an answer expected shortly.

Notice of Meetings

Notice of the "strike meetings" was sent to all AFRA members in a letter sent out from the union headquarters Sept. 7, stating that the National Board had requested the locals in New York, Chicago, Los Angeles and San Francisco to hold meetings between Sept. 10 and 14 to determine whether the union should accept the scale proposed by the networks or should uphold the board in its demands.

"Never has the radio industry been as prosperous as it is at this time," the letter states. "You comprise one of the most important factors in creating this prosperity. Your performances are the direct relationship between radio and the public. In the opinion of your national board and the delegates to your convention, the proposals made on your behalf and with your authority are fair and reasonable and should be maintained by whatever action lies within your power."

ALT LOCHMA
IG 6' FOOTB
MBC
EVE
Starting

POPULARITY had its reward recently when Walt Lochman, sports announcer of KMBC, Kansas City, was presented with a new car during Radio Appreciation Night at the local baseball park. The car came from local Ford dealers, who will sponsor Big Six football broadcasts on KMBC for the second consecutive year. Here Sportscaster Lochman (right) acknowledges the surprise gift as it was presented by J. Harry Evans (left), of Ford Motor Co. Sam Bennett, KMBC director of sales, stands by Evans, while Carter Ringlep, regional sales director of the station, watches and listens from the wheel of the car. The Ford dealers' football sponsorship campaign was placed by McCann-Erickson, Chicago.

Major point of difference between the union and the networks is centered in AFRA's determination that payment to artists employed on sustaining network programs be raised until there is "a reasonable differential" between these fees and those paid to talent on commercial shows, and that that raise shall be made now. The networks' position is that the increases they are offering constitute an average overall boost of about 20% in sustaining fees and that the artists should be satisfied with that.

Rehearsal Payments

Tabulation of the minimum sustaining rates under the old agreement, the broadcasters' proposal and the AFRA proposal, prepared by AFRA and included in the union's letter to its membership, shows that the main difference between the scales of the broadcasters and AFRA is in the payment for rehearsal time.

At present talent on sustaining shows is required to rehearse a specified time without extra pay. Base rates are lowered in both the broadcasters' and the AFRA proposals, and both agree on rehearsals with pay, but whereas the broadcasters would set the rehearsal feels at $3 for the first hour and $2 an hour thereafter, AFRA proposes a payment of $6 for the first hour and $3 an hour thereafter.

Commenting on these proposals, the letter states that whereas AFRA has proposed rehearsal rates "from 30% to 50% less than commercial fees which are currently being paid you . . . the companies proposed a rate so low that in most cases it will represent no increase whatever."

The length of time the new contract should run is another, although a minor point of disagreement. The union is asking for another two-year pact, on the ground that in these times of uncertainty, with the possibility of inflation, it would be unsafe to tie its members up for a longer term. The networks would prefer a long-term contract, of five or possibly ten years, so that they can plan for their future operations without the fear of further union demands for increases every other year.

Maintaining Gains

Regarding this point, AFRA has stated that it is not its "purpose whenever a contract comes up for renewal to take advantage of that situation to seek substantial increases . . . (but) to arrive at fair and reasonable minimum fees for all its members by exercising its maximum bargaining power and

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BMI Seeks Music Pools, Signs AMP

Cut of 25% in Rates of Catalog Is Obtained For Subscribers

PROCEEDING effectively with its campaign to provide for the broadcasting industry a supply of music adequate to make the broadcasters independent of the demands of ASCAP and to place music on a competitive rather than a monopolistic basis, Broadcast Music Inc. is expanding negotiations.

BMI has notified subscribers that in addition to its own rapidly expanding catalog of new popular tunes and of new arrangements of public domain music, it is negotiating with a number of organizations controlling pools of music to get them at a reasonable cost.

AMP Agreement

First such agreement, BMI announces, has been completed with Associated Music Publishers, which licenses the performing rights of an important musical catalog, containing some 18,000 copyrights.

This arrangement, BMI states, "provides that BMI subscribers, so long as they remain subscribers to BMI, shall receive a 25% reduction from AMP's rates as now currently in effect. These current rates provide for a fee per month equal to the highest 15-minute rate as shown on the broadcaster's current rate card, less, of course, the 25% reduction to BMI subscribers."

Stating that a complete list of AMP copyrights has been filed with the NAB, together with evidence of AMP's control over these copyrights, the letter continues: "In view of the emergency of the situation which confronts broadcasting stations, we feel that broadcasters will be advised to implement themselves with as much music as is currently available," and urges them to give consideration to the AMP catalog.

Other catalogs available to broadcasters, outside the ASCAP-controlled list, include those of the Society of European Stage Authors & Composers (SESAC), containing some 30,000 compositions; G. Ricordi & Co., with 130,000 compositions; and the Society of Jewish Composers, Publishers & Songwriters, with 2,500 compositions.

ASCAP Unrest

Conversations still are going forward for acquisition of additional catalogs by BMI, or by the major networks, which would make the music available through the industry-owned concern. The $4,350,000 deal to acquire the music properties of Metro-Goldwyn-Mayer is cold, both from the BMI and network standpoints, because of the difficulty in procuring guaranteed clearance of the catalogs. Independent catalogs, however, may yet fall into the BMI fold.

Unrest persists in the ASCAP councils over the imminent cessation of business relations with broadcasters. Despite the signing of an occasional contract with stations, the feeling in certain ASCAP quarters is that the whole affair is a colossal blunder by its officials. Officially this is denied, with the assertion that the 24-man board is solidly behind its leadership.

On the other hand, it was reported in music circles that a half-dozen board members had insisted that ASCAP invite the original NAB negotiating committee—which Gene Buck, ASCAP president, and John G. Paine, general manager, refused to recognize last year—to reopen conversations. No formal word has come to the NAB or BMI. Feelers from ASCAP to one network, it has been ascertained, were met with the retort that BMI represents the broadcast industry in music affairs and that all conversations would have to be directed there.

Meanwhile, BMI is making further plans for widespread exploitation of its music, with radio, of course, to be the anchor medium. An effort to procure the cooperation of operators of automatic phonographs in taverns, restaurants and other small businesses has brought upwards of 4,000 postcard responses evincing interest in performing BMI music. In a folder to some 12,000 such coin machine operators, BMI explained that ASCAP proposes to collect $60 per machine location, or about $18,000,000 a year. Because broadcasters face an ASCAP threat to raise royalties from $5,000,000 to almost $10,000,000 a year, the operators were told, BMI has been formed.

Breaking a Monopoly

"BMI is attempting to acquire and to create a body of music which will be available for use by all persons—including owners of automatic phonographs," said the notice. "If the music which BMI distributes is popularized sufficiently, the monopoly will be broken. BMI's music is being recorded by the same recording companies, and by many of the same bands, that now supply your records, and these records will be sold at the same prices as the records of ASCAP music. The broadcasting industry has collected a pool of almost $1,500,000 to enable BMI to make this effort.

"BMI does not ask any money from you. There is a way, however, in which you can help a movement which is bound to work out for your ultimate advantage. That way is to use records which carry BMI music."

The notice explained that the BMI songs are going to have radio's plugging power behind them. Operators were told that if BMI tunes become hits, ASCAP's effort to collect $18,000,000 a year from coin-operated machines will be defeated. Operators returning the postcard will get BMI releases and can give the music a "fair chance" in their territory.

Kaye to Caesar

In an open letter to Irving Caesar, president of the Song Writers' Protective Assn., Sydney Kaye, vice-president and general counsel of BMI, answered Mr. Caesar's letter of Aug. 26, which had charged BMI with denying the song writers their "basic elemental rights" in failing to accept the standard SPA contract, and which challenged BMI to debate the issues. Stating that the broadcasters "have no quarrel with song writers" and none "with legitimate music publishers" but that "the broadcasters' quarrel is with ASCAP and with ASCAP alone," Mr. Kaye continues:

"I do not think it at all proper that there should be any debate with you as an officer of SPA or as a writer, and I think that any public discussion which takes place should take place with an officer or director of ASCAP as such. I also think that any such discussion should air the facts before the parties who are directly interested. This includes not only broadcasters who are available at the place of debate, but also ASCAP members and other song writers."

Willing to Negotiate

Regarding the relationship between SPA and BMI, the letter states: "If SPA is serious in saying that they wish to negotiate with respect to our contract, we can only reiterate that we are perfectly willing to negotiate provided that the basis of that negotiation is thoroughly understood. One basis is that BMI must be enabled to operate just as effectively in the field of licensing performing rights as ASCAP, and that there should be no discrimination against it. The second basis on which such negotiation should be predicated is that we must both recognize that the fairest way to compensate composers for the use of their music on radio broadcasting stations is in precise proportion to the use of their works by broadcasters.

"We must repeat that we cannot recognize the claim that you have put forward that one composer is entitled to a different scale of compensation from another. If the works of Irving Caesar have a greater appeal to the public than the works of another song writer, that will be determined by the number of times they are performed and, therefore, the public and not any arbitrary group will make the choice. It is on this basis, as I explained before, that SPA and BMI broke off attempts to arrive at any understanding. If you

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IN THE DEPTHS of Mammoth Cave, WHAS, Louisville, conducted high-frequency tests from a boat cruising down Echo River, 360 feet below the surface. A mobile receiver checked the signal's pickup. As expected, reception was spotty and erratic. Participating in these first Mammoth Cave shortwave tests were R. L. Kennett (standing), program director, and (l to r) O. W. Towner, technical director of WHAS; H. R. Warren, recording engineer; D. C. Summerford, project engineer. Back in 1923 WHAS listened to a regular broadcast with a receiver placed in the cave, erecting a plaque on the spot.

'GAS PIPE NETWORKS' SIGN ESSO

Wired Hookups at Williams and Brown U Get News Sponsor — Outside FCC Sphere

FIRST large national advertiser to sign with wired-frequency "college stations" is Standard Oil Co. of New Jersey, which on Sept. 23 starts a series of daily news programs by *Esso Reporters* on WMS, the 570 kc. station serving dormitories and fraternity houses at Williams College, Williamstown, Mass., and on Sept. 25 on the Brown Network covering Brown U at Providence.

Collegiate *Esso Reporters* will broadcast nightly, using items gathered and edited by the student staffs which operate WMS and the Brown Network. The latter has no assigned call letters and uses 600, 610 and 620 kc. for the college buildings it serves.

Nicknamed the "gas pipe networks", both Brown and WMS use a wired radio frequency system of transmission strung through the underground pipe conduits which connect only various buildings on the two campuses. Although it is disputed as to which eastern school rigged the first of these "midget" networks, Brown started its network four years ago and has been broadcasting the usual type program carried by such stations, namely, recordings of popular swing music, interviews with visiting celebrities and campus gossip.

Production manager of WMS at Williams is George Goldberg, son of the cartoonist, Rube Goldberg, while on the Brown station staff is Edward Sarnoff, son of David Sarnoff, president of RCA.

The Esso series is one of the first to be sponsored by other than local advertisers. The "networks" have no regular rate cards, and the cost of the news programs was not revealed by Marschalk & Pratt, New York, the agency in charge.

* * *

At the FCC it was stated that these college stations actually use a transmission-line distribution system, attuned to specified frequencies in the broadcast band. A year ago field tests were made to ascertain whether they are "outlaw" stations, but it was found that they do not propagate radio waves, and that actually the signals could not be picked up "across the street" on a precision monitoring set. As long as operations are engineered to avoid interference with other established stations, the FCC feels it has no jurisdiction over them. They are engaged strictly in intrastate commerce.

Industry Maintains High Wage Standards

Further Increase Noted by FCC In Survey

WITH AN AVERAGE weekly wage of $45.96 to its 19,873 fulltime employes, the broadcasting industry during 1939 maintained its pace as America's best-paying industry, according to available Federal statistics.

A summary of functional broadcast employment and payroll data compiled by the FCC Accounting Department for the typical broadcast week of Oct. 15, 1939, revealed that the industry as a whole had increased its weekly stipend from the 1938 average of $45.20 for 18,359 fulltime employes, to $45.96 as the 1939 average of 19,873 employes. In addition there were some 4,000 part-time employes.

Best of Any Industry

According to available Government information, no other industry exceeds the broadcasting industry's average pay. The figures covered both executive and employe salaries in broadcasting, whereas compilations of the Bureau of Labor Statistics, of the Department of Labor, dealing largely with wage-earner groups, were for employes only.

The average weekly wage for 17,785 employes other than executive, according to this FCC analysis, was $41.08. That for the automotive industry, for a typical 1940 week, was $35; for brokerage and banking houses, $37.75; insurance, $36.53; aircraft manufacturing, $30; iron and steel, $30. No figures were available for commercial aviation, as distinguished from aviation manufacturing, or motion pictures, both of which fall in the higher employe brackets, but neither of which was estimated to exceed the broadcast wage.

The FCC analysis was prepared under the direction of William F. Norfleet, chief accountant, and DeQuincy V. Sutton, head broadcast accountant. The compilations concluded the FCC's analysis of 1939 industry statistics, derived from detailed questionnaires sent to all stations and networks [BROADCASTING, Aug. 1, Sept. 1].

All fulltime executives in the industry, totaling 2,088 for 705 commercial broadcast stations and the three major networks, received an average weekly paycheck during 1939 of $87.45. These included general managerial, technical, commercial, program, publicity and miscellaneous executives.

Average Manager's Salary

The average station manager received a weekly pay check of $109.74, according to the breakdown covering the 705 stations. Commercial managers received an average of $84.60; program directors, $56.42; publicity and news editors, $56.13; chief engineers, $54.12; miscellaneous executives, such as assistant managers and department heads, $63.89.

On the 705 reporting stations, constituting practically all commercially-operated outlets on the air at the time the survey was made, announcers received an average wage of $32.52; staff musicians, $47.53; control operators, $38.85; outside salesmen, $48.50; production, $39; promotion and merchandising, $42.11; accounting, $30.37; clerical, stenographic and miscellaneous, in the neighborhood of $21.50.

Network Scale Higher

Network payrolls brought up the average for the industry as a whole. For example, the average pay for 14,118 non-executive employes of the 705 individual stations was $36.64. This figure was increased to $41.08 when network employe salaries were taken into account. The networks had 3,667 fulltime employes who drew an average wage of $58.19 per week.

The analysis revealed that 26 managerial executives of the three major networks, including officials and station managers of managed and operated outlets, had an average weekly salary of $381.73, as against the $109.74 figure for managers of the average independent-owned stations.

There were 3,506 part-time employes retained by the 705 individual stations, who received an average weekly pay of $17.83. Nearly half of these were performing artists. The networks had a total of 508 part-time employes—476 of them performers—who received an average weekly wage of $55.95.

24 Hours a Day

KFWB, Hollywood, on Sept. 9 joined the ranks of stations operating on a 24-hour schedule. A. S. Foster, formerly manager of WEW, St. Louis, and prior to that sales manager of WWL, New Orleans, has joined KFWB as supervisor of midnight-7 a. m. broadcasts.

Ohio Oil on 12

ORIGINATED at WLW, Cincinnati, and fed to a mixed network of 11 other NBC stations, Ohio Oil Co. on Sept. 6 started *Marathon Melodies* for the 1940-41 season. The half-hour show is carried by WLW Fridays at 8:30 p.m., with rebroadcast for other stations on the network at 10:30 p.m. (EST). Participating stations include WOWO, Fort Wayne; WTOL, Toledo; WGBF, Evansville; WBOW, Terre Haute; WAVE, Louisville; KWK, St. Louis; WKY, Oklahoma City; WFAA, Dallas; KGBX, Springfield, Mo.; KVOO, Tulsa; WCBS, Springfield, Ill. The show features Jimmy James and his orchestra, Sylvia Rhodes, the Devore Sisters and the Marathon Melody Men.

Employment and Payroll Data of U. S. Broadcast Industry

(FCC Analysis for Typical Week, Beginning October 15, 1939)

	705 STATIONS								3 MAJOR NETWORKS					
	Fulltime				Part-time				Fulltime			Part-time		
	Compensated			Not Compensated	Compensated			Not Compensated	Compensated			Compensated		
Item	Number	Compensation	Average	Number	Number	Compensation	Average	Number	Number	Compensation	Average	Number	Compensation	Average
Executives:														
General managerial	719	$78,901	$109.74	49	127	$8,090	$63.70	33	26	$9,925	$381.73	..	..	..
Technical	449	24,301	54.12	1	22	441	20.05	1	14	2,266	161.86	..	..	..
Program	359	20,253	56.42	3	8	214	26.75	4	20	3,714	185.70	..	..	..
Commercial	295	24,957	84.60	..	6	301	50.17	..	24	5,137	214.04	..	..	..
Publicity	86	4,827	56.13	1	5	172	34.40	3	12	1,725	143.75	..	..	..
Miscellaneous	74	4,728	63.89	6	25	995	39.80	6	10	1,665	166.50	..	..	..
Total executives	**1,982**	**157,967**	**79.70**	**60**	**193**	**10,213**	**52.92**	**47**	**106**	**24,432**	**230.49**	..	..	..
Employes (other than executive):														
Technical:														
Research and development	111	5,995	54.01	..	3	41	13.67	1	60	3,950	65.83	..	..	..
Operating	3,035	117,897	38.85	1	122	1,275	10.45	14	485	32,147	66.28	..	..	..
Miscellaneous	150	3,559	23.73	1	23	218	9.48	3	32	875	27.34	..	..	..
Program:														
Production	505	19,693	39.00	2	30	355	11.83	8	401	22,402	55.87	..	..	..
Writers	556	18,049	32.46	5	38	680	17.89	19	77	4,369	56.74	1	$27	$27.00
Announcers	2,247	73,083	32.52	3	196	2,664	13.59	34	125	8,192	65.54	..	..	..
Staff musicians	1,871	88,930	47.53	9	897	15,539	17.32	35	387	48,725	125.90	20	712	35.60
Other artists	737	33,772	45.82	44	1,454	26,322	18.10	95	370	19,777	53.45	476	27,611	58.01
Miscellaneous	445	12,960	29.12	15	135	1,296	9.60	83	310	13,260	42.77	..	..	..
Commercial:														
Outside salesmen	1,436	69,648	48.50	4	34	561	16.50	9	121	14,669	121.23	..	..	..
Promotion and merchandising	201	8,465	42.11	1	6	65	10.83	1	184	8,794	47.79	..	..	..
Miscellaneous	140	3,983	28.45	1	33	258	7.82	..	197	7,264	36.87	..	..	..
General and administrative:														
Accounting	456	13,847	30.37	5	80	1,050	13.13	15	148	6,341	42.84	..	..	..
Clerical	635	12,924	20.35	1	49	471	9.61	4	100	2,556	25.56	..	..	..
Stenographic	862	18,730	21.73	3	34	316	9.29	7	138	3,630	26.30	1	7	7.00
Miscellaneous	516	11,101	21.51	1	108	678	6.28	7	441	12,353	28.01	4	20	5.00
Miscellaneous	215	4,625	21.51	..	71	524	7.38	..	91	4,089	44.93	6	44	7.33
Total employes	**14,118**	**517,261**	**36.64**	**96**	**3,313**	**52,313**	**15.79**	**335**	**3,667**	**213,393**	**58.19**	**508**	**28,421**	**55.95**
Total executives and employes	**16,100**	**675,228**	**41.94**	**156**	**3,506**	**62,526**	**17.83**	**382**	**3,773**	**237,825**	**63.03**	**508**	**28,421**	**55.95**

FCC Feud Arises In Texas Rulings

Payne Dissents From Action Reversing KAND Deletion

SIGNS of a new breach in views of members of the FCC were seen with announcement Sept. 6 of actions by the Commission in the so-called Texas revocation cases, in which Commissioner George H. Payne dissented strongly from the majority action rescinding the revocation order previously issued against KAND, Corsicana.

In announcing final action in this case—the first of seven involving purported hidden ownership interests of Rev. James G. Ulmer—the Commission majority said that rather than deprive a community of its only local station and because the actual licensees were acting in good faith, it had decided to renew the station's license on 1310 kc. with 100 watts power unlimited time.

Commissioner Payne, however, who presided at the Texas hearing, and was subjected to severe attack in pleadings filed by the respondent stations, held that the people involved had been guilty of "many infringements" of the law and regulations, had been permitted to go "scot free".

Also Hits Westinghouse

Payne also contended that the decision of the Commission in the Westinghouse case on Sept. 4 established a precedent which in his opinion would cause the Commission "a great deal of perturbation in the future." In the latter case, the FCC cancelled hearings previously set on renewal of the licenses for Westinghouse stations for alleged illegal management contracts with NBC [see story on this page].

The FCC also announced Sept. 6 proposed findings of fact and conclusions affirming the Payne recommendations to revoke the license of KGFI, Brownsville, another of the stations involved in the alleged Ulmer transactions. In this instance, the FCC said Eagle Broadcasting Co. Inc., KGFI licensee, had transferred to Ulmer and M. D. Gallagher complete control of the station without written consent of the FCC in violation of the law.

It is thought the FCC majority, in several cases at least, may be inclined to follow the precedent established in the KAND case, particularly where it may be shown that no deliberate effort was made to deceive the FCC. Commissioner Payne, however, has expressed himself strongly in favor of revocation of all of the licenses.

The FCC majority also apparently is taking cognizance of the proposal by James Hanley, attorney for several of the stations, that Rev. Ulmer will withdraw from either ownership or management of the stations. Other stations whose revocations now are under advisement are KTBC, Austin; KNET, Palestine; KRBA, Lufkin; KSAM, Huntsville, and KGKB, Tyler, the latter two scheduled for oral argument Sept. 19.

Manager Buying KSUN

CARLETON W. MORRIS, manager of KSUN, Lowell, Ariz., will become owner of that station if the FCC authorizes a transfer for which applications has been made. He proposes to buy out the stock of James S. Maffeo and Lawrence R. Jackson, Bisbee businessmen, who now control the station.

FUTURE plans for the weekly NBC *Good News* program, sponsored by General Foods Corp. (Maxwell House coffee), were discussed by this group of executives when the series resumed Sept. 15 for its fourth season on that network. They are (l to r), John W. Nicholson, Southern California special advertising representative of General Foods; Phil Rapp, Hollywood writer of the show; Tom Revere, New York vice-president in charge of radio, Benton & Bowles, agency servicing the account, and Mann Holiner, head of the agency's Hollywood office and newly appointed producer of the program. Holiner took over production from Donald Cope who was transferred to New York as assistant to Revere. The current *Good News* series has undergone a change in format. It is being built around Fanny Brice's Baby Snooks character.

GE to Take Over WGY's Operation

CONVERSATIONS are in progress between General Electric Co. and NBC looking toward assumption of full management of WGY, Schenectady, by General Electric in the near future, as an outgrowth of steps taken by the FCC to terminate so-called management contracts. WGY at present is program and sales-managed by NBC, as were stations of the Westinghouse group until last July 1.

Reports that arrangements already had been consummated whereby NBC would relinquish its present management functions at WGY effective Jan. 1, were officially denied both at NBC and GE headquarters in Schenectady. It was stated that conversations are going forward and the indication was that the final agreement would be reached in early October. General Electric has been designated for hearing by the FCC Oct. 21 because of the management contract arrangement [see page 24]. Other stations owned by GE—KOA, Denver, and KGO, San Francisco—are not involved in the management contract litigation, since they actually are licensed to NBC. The conversations do not cover these stations.

KATE SMITH, star of the *Kate Smith* hour, sponsored by General Foods Corp. on CBS, has been named recipient of the 1939-40 medallion of Pi Beta Epsilon, honorary and professional arts fraternity of Drake U. Award is based on her contributions to radio entertainment and to the spirit of America through her introduction and renditions of the song "God Bless America."

FCC Dismisses Westinghouse Hearing But Keeps Affiliation Inquiry Alive

RENEWED notice to all network-affiliated stations that current so-called standard affiliation contracts are under scrutiny as part of its network - monopoly investigation, was given Sept. 5 by the FCC in an opinion dismissing hearings involving the Westinghouse-owned stations which had been cited under an order issued early this year. In cancelling the Westinghouse station hearings, originally called because of purported transfer of control to NBC of station management functions, the FCC said it took this action only because the Westinghouse-NBC agreement had been abrogated as of July 1.

Four other stations cited for hearing at the same time—WHCU, Ithaca; WAPI, Birmingham; WGY, Schenectady; WWL, New Orleans—are still on the hearing dockets [BROADCASTING, Sept. 1]. The FCC also has designated for hearing the license of WGST, Atlanta, because of its lease from the Georgia School of Technology by a company headed by Sam Pickard, former radio commissioner and former CBS vice-president. Date for the latter hearing has not yet been set.

Not a Precedent

The FCC Aug. 23 announced the hearing dates for the eight stations originally cited Jan. 29. The Westinghouse stations involved were WBZ and WBZA, Boston and Springfield (synchronized); KYW, Philadelphia, and KDKA, Pittsburgh. They had been program-managed by NBC since 1932, but on July 1 Westinghouse took over full management and procured regular NBC-affiliation contracts. Westinghouse filed with the FCC a petition for reconsideration and grant of the renewals without further hearing, which the FCC now has approved, thus abrogating the hearing notices.

In taking action, the FCC warned that it must not be interpreted as a precedent for subsequent approval of broadcast licensees disposing of their "rights and privileges" through contract. It also stated it felt the former Westinghouse-NBC agreement actually involved a transfer in violation of the law but that since this was abrogated, to deny renewal because of the "earlier violation of the law" would result in depriving the public of service from the stations.

The Commission added that while the new Westinghouse-NBC contract appeared to be of the "usual character", the Commission, in its network - monopoly investigation, took extensive testimony on such contracts and the FCC Committee's report now is under consideration. Pending final action by the FCC, it said, "we do not deem it desirable either to approve or disapprove of the new contracts" between Westinghouse and NBC.

Conclusion of FCC

Salient conclusions of the FCC, in its order granting the Westinghouse petition to reconsideration and grant renewals for its stations, were:

"We are of the opinion that in entering into the agreement of Nov. 21, 1932, and in permitting National to operate the stations, Westinghouse disposed of rights and privileges granted to it by the terms of its licenses and to all intents and purposes transferred control of the stations here involved to National, without obtaining the written consent of the Commission as required by Section 310(b) of the Communications Act. But the agreement has been abrogated and Westinghouse represents that it will henceforth exercise control over the stations. To deny the renewal applications because of this earlier violation of law would result in depriving the public of the broadcast service now available from the stations.

"The contracts now in existence between Westinghouse and National appear to be of the usual character extensively employed by the several networks in relation to licensed broadcast stations. The Commission, by a special committee, has held lengthy hearings and has obtained much information upon the subject of such contracts in its investigation of chain broadcasting, and now has this general subject under consideration. Pending final action by the Commission on this subject, we do not deem it desirable either to approve or disapprove the new contracts between Westinghouse and National, and therefore expressly reserve any decision or opinion with respect to these contracts until our consideration of the entire subject of chain broadcasting agreements is completed and action taken thereon.

"Upon all of the facts we are of the opinion that public interest will be served by granting the renewal applications here involved. This action, however, must not be interpreted as a precedent which in the future will permit licensees of broadcast stations to dispose by contract or agreement, oral or written, of the rights and privileges conferred upon them under licenses issued by this Commission or to transfer control of stations to non-licensees without first obtaining the written consent of the Commission and thereafter abrogate such agreements, contracts or understandings and urge the Commission to overlook such actions and grant renewals of licenses by the Commission."

JAMES R. CURTIS, attorney and owner of KFRO, Longview, Tex., has applied to the FCC for a new 250-watt station on 1210 kc. in Boulder, Colo.

OF ANY RADIO AUDIENCE
IS DOMINANCE IN ANY MARKET

But in Detroit

IT'S 59% OF A BILLION DOLLAR PURCHASING POWER

The Children's Theater of the Air... in a Hooper Holmes survey made Sunday, July 21, 1940, showed these remarkable results on a difficult day and time—proof of how WXYZ showmanship wins loyal Detroit listeners.

The Detroit and WXYZ Market... fourth largest is *first* in the annual per capita wage rate. All indications point to one of the best Fall seasons in the history of this fast moving and responsive market.

WXYZ

KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS *Daytime* ... 1000 WATTS *Nighttime*
Basic Detroit Outlet for NBC Blue Network

Associated to Spend $250,000 In 15th Grid Season on Coast

Oil Firm Starts Season With Training Course for Announcers Covering Games on 70 Stations

FOR THE 15th consecutive year the broadcasting of intercollegiate football games on the Pacific Coast and Hawaii will be under the sponsorship of Tide Water Associated Oil Co., Associated Division, which will spend approximately $250,000 to bring a total of 85 games to the air audience. Harold R. Deal, manager of advertising and sales promotion, on Sept. 6 revealed the broad general plan for the 1940 grid season.

Mr. Deal

A total of 70 stations will be used, embracing California, Oregon, Washington, Arizona, Nevada, Idaho and the Hawaiian Islands. The $250,000 covers station time, sums paid to colleges for broadcasting privileges, salaries to sportscasters, commentators, technicians and assistants and sales promotion on the games.

Complete Schedule

Under the exclusive broadcasting agreement between Associated and the member schools of the Pacific Coast Conference, the complete conference schedule will be broadcast. In addition, games of leading independent colleges are to be included with arrangements completed covering contests staged by Santa Clara, St. Mary's, Loyola, U of San Francisco, Gonzaga and the U of Portland.

The facilities of NBC-Red, CBS and Mutual-Don Lee networks will be used to cover all metropolitan points in the Pacific Coast area. Supplementary coverage is being provided this year as an innovation to render coverage to areas beyond the normal coverage afforded by basic network facilities.

Independent stations in Klamath Falls, Bend, Astoria, Baker, LaGrande, Grants Pass, all in Oregon; Walla Walla, Wash.; Boise and Lewiston, Idaho, will be used during the season.

Friday night and Sunday games scheduled in the San Francisco Bay area are to be carried by KQW, San Jose. These games involve the contests on schedules of St. Mary's, Santa Clara and the U of San Francisco. In the Los Angeles area Friday night and Sunday games will be heard on KFWB, Hollywood.

Listeners in the Hawaiian Islands will receive the most complete football coverage ever offered that area, with a schedule of 12 games starting Sept. 28 and ending Dec. 7.

No changes in broadcasting procedure are contemplated during the 1940 season according to Mr. Deal, who for 15 years has personally supervised the company's sportscasts. The same basic plan as in past seasons calls for handling of all games by a sportscaster and a commentator. They will be assisted by several observers both in the broadcast booth and on the field. The commentator at the game will give the commercials at the quarter and half-time, before and following the games, as well as give the color description before the game and between the halves. This year's policy also calls for the sportscaster to give a brief commercial at the time-out periods, using his own discretion as to the frequency of this practice.

During the season Associated will promote its gasoline motor oils and Fisk tires. Associated only recently became Fisk distributor.

Announcer's Session

A two-day conference of sportscasters was held in San Francisco Sept. 12-13. Mr. Deal presided at the meetings. Among those to address the sportscasters were: Tom Fitzpatrick, one of the leading officials of the Pacific Coast Conference; P. E. Allan, Associated general sales manager; W. A. Reanier, domestic sales manager; J. M. Evans, assistant domestic sales manager; Harry A. Jackson, manager white oil sales; F. C. Weyand, superintendent of consumer sales; Walter Brunn, manager of merchandising, service stations; L. L. Lovett, in charge of media and John Burnham in charge of production in the advertising department.

A staff of veteran announcers, many of whom have served as football announcers for as long as ten years, will again work for Associated this year. The announcing staff includes Frank Bull and Mike Francovich for games in the Los Angeles area; Doug Montell, Don Thompson and Ernie Smith for San Francisco and bay area; John Carpenter, Stan Church and Art Kirkham, Oregon area; Rod Klise, Lewiston, Idaho, and Roy Saville, Boise, Idaho.

Promotion Drive

Associated has planned an elaborate merchandising campaign. An innovation this year will be interviews between halves between Associated commentators and Associated customers attending the games. The customers will be invited to tell their reactions to Associated products. Prizes will be awarded interviewees.

All Associated dealers will be provided with window posters, which have a "go to the game" theme, with the alternative, if you can't go in person listen to the Associated sportscast. The posters will give the schedule of games for the coming week-end, over what stations they are to be broadcast and at what hour. They also will contain a large photograph of a scene from one of the games between two of the rivals on the gridiron last year. These posters will be changed weekly.

In addition Associated is publishing a Dealer's Pocket Schedule, which will be passed out to the company's customers gratis. The schedule will list all games to be broadcast by the oil firm, with times, stations and origination points. There will be special poster boards calling attention to the Associated football broadcasts at all the dealers stations.

A window display contest will be held among all Associated dealers on the Coast. The first contest runs from Sept. 1 to Oct. 1 and the second from Oct. 1 to Nov. 1. Prizes will be awarded dealers presenting the best window display.

STAFF MEMBERS of KWTO-KGBX, Springfield, Mo., recently met a challenge from Sports Editor Perry Smith, of the *Springfield News-Leader*, and defeated the newspaper nine 8-4 in a five-inning hardball game. Lolling about in studied nonchalance, before the game took its toll of sore thumbs, stretched muscles, and wrenched backs, is the studio squad—(l to r, kneeling) Bill Ring, John Borowski, Dave Manners; (standing) Bill Mason, Clyde Wilson, Carl Ward, Ralph Nelms (leaning forward), Ralph Stufflebaum, Tom Prophet, Gordon Wardell; (back row) Junior Haworth, Bud Baker, Al Stone. Uniforms for both teams were supplied by the St. Louis Cardinals, which sponsors the Springfield Cardinals as a farm club. The game was played at White City Ball Park just before a regular Western Association tilt with Fort Smith, Ark.

Sponsors Booking Pro Grid Series

WHILE the major networks continue their policy of carrying selected college football games on a sustaining basis, deciding on the games from week to week on the basis of their importance, sponsorship of many gridiron games on individual stations, particularly those played by the professional teams, will again occupy an important place on autumn schedules.

Most of the games of the National Professional Football League will be sponsored this season as before, although General Mills, which bought most of the schedules last season for Wheaties, is no longer sponsoring this field. Instead the games have been sold to a variety of sponsors buying the home and away games in the several cities of the league.

Magazine Repeating Razor Co., New York (Schick Injector Razors), through J. M. Mathes Co., has purchased the 11 home and away games of the New York Giants exclusively on WHN, which has assigned Dick Fishell to do the play-by-play and Bert Lee the commercials and color. Last season WOR carried most of the Giants' games for Wheaties, but this year WOR is included in the Atlantic Refining Co. college schedule [BROADCASTING, Sept. 1] for six Yale games.

Atlantic Refining Co., in addition to collegiate games sponsorship, has bought all Philadelphia Eagles games except the Sept. 19 opener with the Green Bay Packers on WFIL, which has assigned Byram Saam to handle. Last year WCAU had the Eagles games for Wheaties.

The champion Green Bay Packers games, as in previous years, will be sponsored by Wadham's Oil Co., Milwaukee, over WTMJ, which will run lines to the Wisconsin community for all home games and will also send Russ Winnie, assistant manager, to cover games abroad.

Ford Dealers Sponsor Two

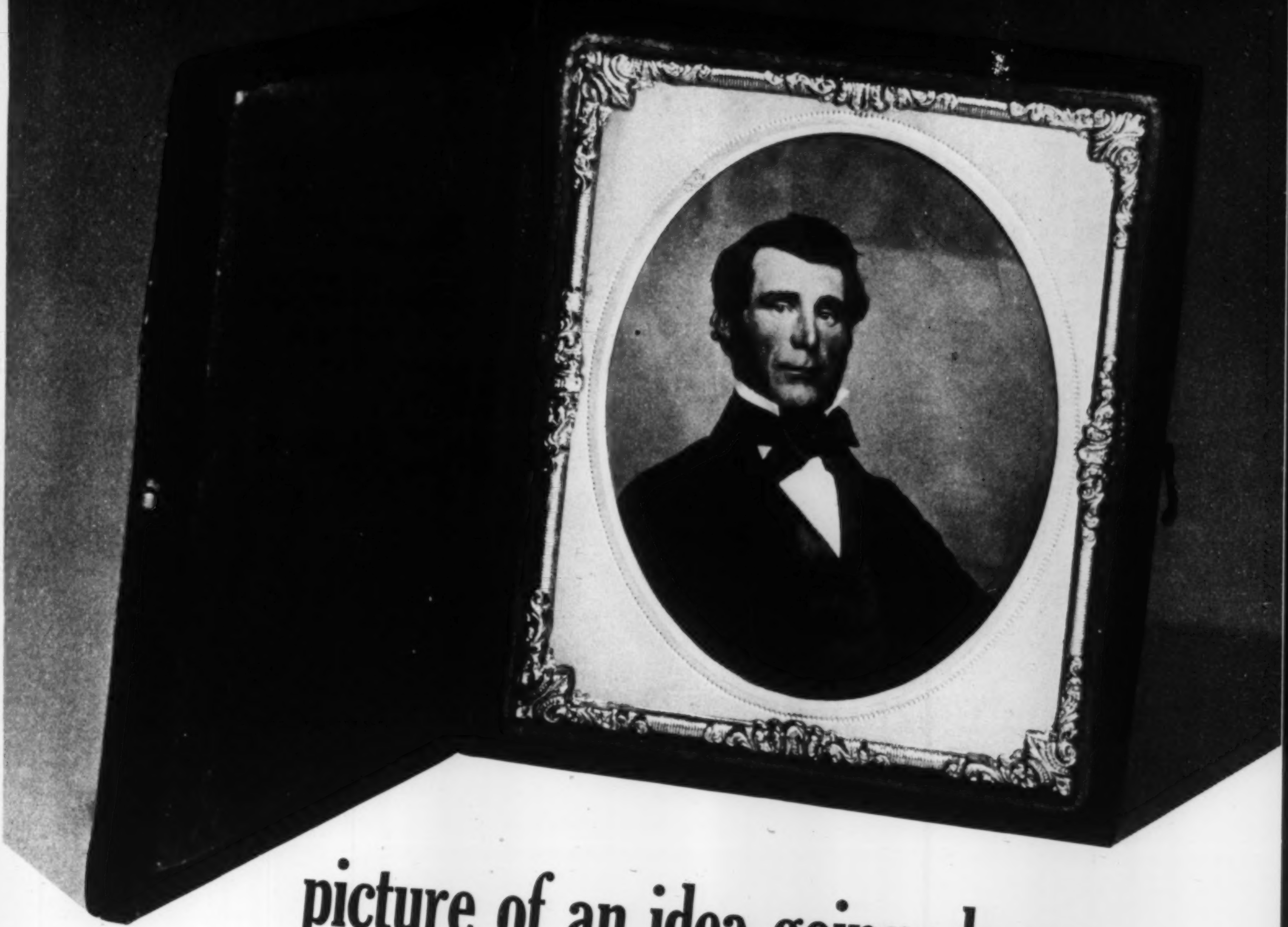
Ford Motor Dealers of Detroit and Washington will cooperatively sponsor the Detroit Lions games on WJR and the Washington Redskin games on WOL, respectively. McCann-Erickson Inc. placed the accounts in both cases. The agency has assigned Russ Hodges, formerly with WBT, Charlotte, to handle the Redskins games at home and away.

In Cleveland, all Rams games will be sponsored by the Plymouth dealers of Cuyahoga County, with Bob Kelley and Bill Forman at the mike.

In Pittsburgh, the Steelers games will be covered by WWSW and KQV, the former having the Spears Furniture Co. as sponsor and the latter Tucker Hat Co.

The Chicago Bears for the third year will be sponsored over WJJD on a participating basis, with the following sharing credit lines on nine games of its 1940 schedule: American Safety Razor Corp., Brooklyn (Gem blades); P. Lorillard Co., New York (Old Gold); Walgreen Drug Co., Chicago; Weco Products Co., Chicago (Dr. West's toothbrushes); Jack Drees will announce. The Chicago Cardinals games will not be broadcast this season, according to C. W. Bidwell, president.

No sponsorship has yet been arranged for the Brooklyn Dodgers.



picture of an idea going places

An idea, it has been said, must necessarily prove its worth to provoke confidence.

WOR was well aware of this back in 1935 when it launched its unique directive-array★ method of concentrating, directing and more than doubling its 50,000 watts.

True, it was an idea based on sound engineering fact; an idea backed by thousands of dollars worth of precise equipment gauged to restrict and amplify power – to convert 50,000 watts into a penetrating impact of 135,000 watts.

But it was an idea to be proved.

It has done this well.

During the past five years WOR's idea of more than doubling its power, has more than doubled the sales of many advertisers who have consistently used WOR. An astonishing file of more than 80 success stories convinces us of this.

For it takes more than a "big" station to obtain outstanding results in Greater-New York. It takes big power, too. The power of WOR – uniquely amplified into an impact of 135,000 watts.

Are you backing your message with this power-full advantage?

★*DIRECTIVE-ARRAY radiation of power differs completely from the radiation delivered by the ordinary 50-kw. half-wave radiator. WOR is the only major station offering this unique power-plus in New York.*

that power-full station **WOR**

Notables Present At WORD's Debut

Ceremonies Mark Inaugural Of Spartanburg Station

A SALUTE by CBS and appearances by a large group of radio and public officials highlighted the Aug. 31 dedication of WORD, new fulltime 250-watt station in Spartanburg, S. C. The new CBS outlet on 1370 kc. is operated in conjunction with WSPA, on 920 kc. with 1,000 watts, by Spartanburg Advertising Co. Walter Brown, former Washington newspaper correspondent, is vice-president of the licensee company and general manager of the two stations.

Dedication of WORD culminated two years of intense effort to enlarge radio facilities in Spartanburg, during which a court fight was entered by the present licensees against Virgil Evans, former owner of WSPA. After the FCC granted the WORD license and while the action was pending in court, Spartanburg Advertising Co. bought WSPA from Mr. Evans for $30,300. With WSPA operating daytime only, the company developed its plans to operate WORD fulltime, meantime continuing WSPA's regular daytime schedule, and thus provide both day and night service.

Dual Operation

Both stations use the same antenna system and transmitter house, with a Collins 1,000-watt plant for WSPA and an RCA 250-watt transmitter for WORD, including a coupling unit permitting dual operation of the two stations. The former quarters of WSPA were enlarged and remodeled to provide studios for both stations. The two outlets are operated independently of each other under the general management of Mr. Brown, except for a common engineering department headed by Ralph S. Bennett.

In addition to the CBS salute, a large number of Carolina radio and newspaper executives and government officials, along with representatives of CBS, participated in the dedication program. Appearing on the program, were Senator James F. Byrnes; Gov. Burnet R. Maybank; Mayor Tom Woodworth; Judge Cecil Wyche; Harry C. Butcher. CBS Washington vice-president; Sam Pickard, former Federal Radio Commissioner and CBS vice-president; Roger C. Peace, publisher of the *Greenville* (S. C.) *News* and *Piedmont* and operator of WFBC, Greenville; A. E. Joscelyn, general manager, WBT, Charlotte; Senator-elect Charles Moore; K. G. Floyd, president, Spartanburg Chamber of Commerce; A. B. Taylor, president of Spartanburg Advertising Co.; S. S. Wallace, publisher, *Spartanburg Herald* and *Journal;* former Gov. Olin D. Johnston; Charles O. Hearon, WSPA public relations director; Donald Russell, local attorney and member of the board of directors of the licensee company. Congratulatory messages also were read from President Roosevelt and Senator E. D. Smith, members of Congress and CBS officials.

Although the stations and the newspapers are under different ownership, the *Spartanburg Herald-Journal* published a special Sept. 1 edition celebrating the WORD opening. The papers also are running broadcast schedules of the two stations.

CONVERGING on Spartanburg, in South Carolina's Piedmont region, this group of radio executives and public officials on Aug. 31 helped dedicate the new WORD, 250-watt fulltime CBS outlet on 1370 kc. operated along with its sister station, WSPA, by Spartanburg Advertising Co. At top, posed before a WORD mike, are (l to r) Roger C. Peace, publisher of the *Greenville* (S. C.) *News* and *Piedmont* and operator of WFBC, Greenville; Sam Pickard, former Federal Radio Commissioner and a former CBS vice-president; Harry Butcher, CBS Washington vice-president; A. E. Joscelyn, general manager, WBT, Charlotte, N. C.; Jack Walters, WORD program director. At right during a dedication broadcast are Walter Brown, former Washington newspaper correspondent and now vice-president and general manager of WORD and WSPA, and Senator James F. Byrnes, of South Carolina.

Mr. Brown also has announced personnel of the two stations. Phil Clarke is in charge of commercial sales. Jack Walters, program director of WSPA since the station was sold by Mr. Evans, has been switched to WORD in the same capacity, with Sterling Wright promoted to program director of WSPA. Law Epps and Howard Turner, formerly of WGNC, Gastonia, N. C., are WORD announcers. Blanche Walker is accompanist for the station.

Engineering staff includes George Tate, assistant chief engineer in charge of the transmitter, W. R. Harmon, in charge of studio operation, and R. C. Burrus, Alvin Langford and Carey Isley. Thad Horton continues as WSPA commercial manager, assisted by Ed Martin and David Galloway Jr. Charles O. Hearon remains as director of public relations. Fannie Newman, Hortense Bishop and Ruth Taylor are office staff.

Howard H. Wilson Co. has been named national representative for both WORD and WSPA, Mr. Brown announced.

Chiclets Test

AMERICAN CHICLE Co., Long Island City, N. Y., on Sept. 9 started a test campaign for Charcoal Chiclets using a series of eight one-minute transcribed announcements recorded by NBC Radio-Recording Division on WCAU and KYW, Philadelphia. The series, featuring Boake Carter as announcer, is the fourth in the group produced by the company this year for its different gum products. Agency is Badger, Browning & Hersey, New York.

Better - Speech Institute Plans Largest Campaign

BETTER-SPEECH INSTITUTE of America, Chicago, on Sept. 29 starts a 13-week schedule of weekly half-hour quiz shows *Speak Up America!* on 45 NBC-Blue stations, Sundays, 7:30-8 p.m. (EST), as part of the largest advertising campaign in its history. Conducted by an m.c. to be known as the *Wordmaster*, the program will be of the audience participation type and will feature a studio cast and Rex Maupin's orchestra.

The Institute's self-teaching course, *Practical English & Effective Speech*, of which more than a million sets have been sold in the past, will be offered on a nationwide basis for $1.85, instead of the regular $5 charge. This, according to Neal B. Dunbar, president of the Institute, because of the anticipated fall business which is expected to push sales above the 2,000,000 mark. In addition to radio, national magazines, trade papers and place-of-sale displays will be used. McJunkin Adv. Co., Chicago, handles the radio. Gordon Best is account executive. Stack-Goble Adv. Agency, Chicago, is handling magazines.

11 MARKETS CARRY JOINT MILK DRIVE

ELEVEN MARKETS have been selected by the American Dairy Assn. and its agency, Lord & Thomas, Chicago, to open a $250,000 advertising program to increase national consumption of butter, milk, cheese and ice cream. The campaign will get under way in mid-October with a varying schedule of three daily transcribed or live announcements and station breaks on approximately 27 stations. Contracts are for 33 weeks.

Selected markets are: Chicago, Detroit, Philadelphia, Boston, Seattle, Great Falls, Mont., Milwaukee, Minneapolis, Des Moines, St. Louis, Bismarck. Initial advertising funds are coming from Wisconsin, Iowa, Minnesota, Washington and Montana, according to Dan T. Carlson, president of the AGA. California, North Dakota, Illinois, Kansas and South Dakota will have funds available in the near future. Indiana, Nebraska, Oregon, Ohio, Missouri, Utah and Michigan are other States which have indicated widespread interest and are planning to participate in this national movement.

Although national spot radio will receive the majority of attention, newspapers and point-of-sale merchandising will get a share of money spent.

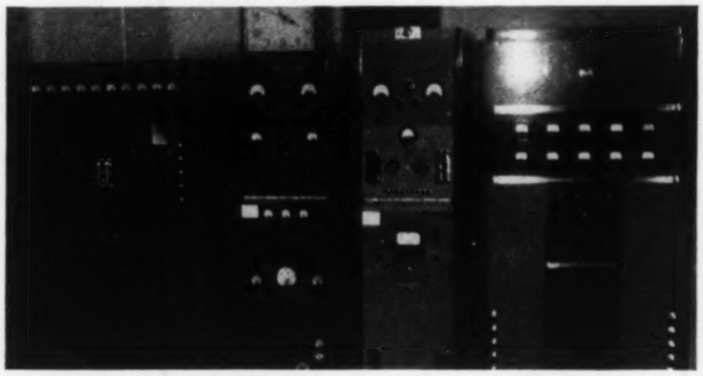
The promotional procedure so successfully used in the cooperative advertising and merchandising campaigns by the California Fruit Growers Assn., also handled by Lord & Thomas, will be followed in this drive. Headquarters for ADA will be open shortly in Chicago.

Berg-Williams Spots

BERG-WILLIAMS Corp., New York, during the first week in October starts a campaign for Dura-Pearl dentrifice using twice-weekly participations on *Laura May Stuart's* daily homemakers' program on WCAU, Philadelphia, and a total of 18 spots weekly on KYW and WFIL, Philadelphia. Agency is Morgan Reichner & Co., New York.

KALE Gets 5 kw. Night

KALE, Portland, Ore., Sept. 10 was granted a construction permit by the FCC to increase its night power from 1,000 watts to 5,000 watts on 1300 kc., unlimited time, with a directional at night. The station is a sister outlet of KOIN, which recently was granted 5,000 watts fulltime on 940 kc.



HOW TO INSTALL transmitters for two separate stations in small space is illustrated in the transmitter house used jointly by WSPA and WORD, Spartanburg, S. C. At left is a Collins 20J 1,000-watt transmitter used by WSPA during its daytime operation, while next to it stands the new RCA 250-K 250-watt equipment of WORD, CBS outlet dedicated Aug. 31.

DOWN IN RICHMOND, VIRGINIA

WRNL SCORES AGAIN!

THREE MORE TOUCHDOWNS ALL WITH EXTRA POINTS!

NOW! ***Night and Day!***

NOW! ***1,000 Watts!***

NOW! ***NBC Blue!***

BIG things are happening down in Richmond, Virginia. In business—in advertising—and in radio. Put your advertising money on this new line-up and enjoy the sales touchdowns (with extra points) in the rich markets served by WRNL. Another plus is the WRNL Merchandising Service to help add additional first downs to your program plays. For all the latest WRNL dope go into a huddle with

EDWARD PETRY & CO., Inc.

New York - Chicago - Detroit - St. Louis - San Francisco - Los Angeles

A WHOLE COVEY of advertising agency and representative folk took to the air late in August, flying from New York's LaGuardia Field to Schenectady via Canadian Colonial Airways, and subsequently going to Troy to inspect the new WTRY and then to the races at Saratoga. They are (l to r) Richard Howland, J. Walter Thompson; Burton N. Adams, McCann-Erickson; George Trimble, Marschalk & Pratt; N. Fletcher Turner, J. M. Mathes; Frank Coulter, Young & Rubicam; Chester Slaybaugh, BBDO; Elizabeth Black, Joseph Katz Co.; Mrs. Blayne Butcher; F. C. Brokaw, Paul H. Raymer Co.; Blayne Butcher, Lennen & Mitchell; P. L. Romaine, Paul H. Raymer Co.; William T. Tiernan, Atherton & Currier.

San Diego Outlet Awarded by FCC

Station on 1420 kc., 250 w. Granted Warren Worcester

THE four-year efforts of Warren Worcester, 31-year-old engineer and grandson of one of the founders of U. S. Steel Corp., to secure a new radio station in San Diego, Cal., were rewarded Sept. 6 when the FCC announced proposed findings granting the Worcester Broadcasting Co. a new 250-watt outlet on 1420 kc.

The Commission several years ago denied young Mr. Worcester's original application for a new local on the grounds that no need for the service had been shown. Later it denied his application to purchase KECA, Los Angeles, regional on 1430 kc., which he proposed to move to San Diego after the Earle Anthony interests had purchased the old KEHE and arranged to have KEHE's 780 kc. facility transferred to KECA [BROADCASTING, July 1, 1938].

Survival of Fittest

Since the denial of the original local application, the "survival of the fittest" theory of new station grants has been upheld by the courts, and in the latest proposed findings, which are tantamount to a grant but require later ratification by the Commission, it is held that "while the applicant herein seeks the use of a local channel to serve a metropolitan district, we have found that more than 90% of the population residing in said area will receive interference-free service from the proposed station."

In denying the 1938 project of young Mr. Worcester to buy KECA for $97,000, the Commission had ruled that he sought to purchase a facility rather than an operating plant, and held that the facility was not salable simply because the Anthony interests had released their position on the 1430 kc. channel in favor of the superior 780 kc. wavelength.

FCC Extends Period for Filing Briefs Answering Monopoly Committee Report

YIELDING to the entreaties of NBC, CBS and Independent Radio Network Affiliates, the FCC Sept. 7 announced that the time for filing of briefs in answer to the FCC Network Monopoly Committee's report had been extended from Sept. 15 to Oct. 25. The networks had asked an extension until Dec. 15.

Action came at a meeting of the Commission Sept. 4 with five of its members present (Thompson absent, Brown not participating). It was reported that a vigorous debate developed during the Commission session as to the advisability of a postponement. Chairman Fly is understood to have advocated the continuance strongly, because of the far-reaching aspects of the committee's recommendations. At times, it was said, the discussion was heated.

In its formal announcement the FCC said the action was taken "to meet the requests of NBC and CBS, which held that the committee's report of 1,300 pages was so vigorous that considerable study of it and the record itself is necessary before briefs can be filed properly to cover the subject and adequately represent their views." IRNA, it stated, also asked for more time.

Mutual Opposition

No mention was made in the Commission's announcement of a letter filed by Louis G. Caldwell, counsel for MBS, opposing the postponements. Mr. Caldwell referred to an article in the Sept. 1 BROADCASTING indicating that a continuance "is likely to be sought". He said that MBS registers its "unqualified opposition", pointing out that the committee report was released on June 12 and counsel for all parties had been afforded an opportunity to study it. The date of Sept. 15, which is 16 months after the conclusion of the hearing and three months after the release of the committee's report, "affords ample opportunity for a full consideration of the testimony introduced at the hearing, the committee's report and the preparation of briefs," he said.

Mr. Caldwell also alleged that the evidence introduced "clearly shows that certain acts and practices of Columbia and National are in violation of the anti-trust laws of the United States and the Communications Act of 1934." He argued that the Commission should no longer delay action.

NBC, through its counsel, Philip J. Hennessey Jr., sought a postponement until Dec. 15. CBS had raised the matter orally through a conference of former Judge John J. Burns, CBS chief counsel at the hearing, with Chairman Fly.

Paul M. Segal, counsel for IRNA, notified the FCC Sept. 4 he had been informed that NBC and CBS had requested extensions and that he would like to join in the request. Pointing out that he had been instructed to file the brief only a month before, he said it was his judgment that a comprehensive and useful brief would require more time than now available.

Thus far, only two briefs—on behalf of KFRO, Longview, Wash., and WBNY, Buffalo, supporting the basic conclusions of the Network-Monopoly Committee — have been filed [BROADCASTING Sept. 1]. On behalf of WDRC, Hartford, a letter was filed with the FCC stating that no brief would be submitted but that in the interest of accuracy the station desired to correct certain purported misstatements appearing in the committee's report.

WWAE Is Now WJOB

CALL letters of WWAE, Hammond, Ind., recently purchased from the interests operating WHIP in the same city, have been changed to WJOB by authority of the FCC. The local outlet was taken over in June, with FCC authority, by O. E. Richardson and Dr. Fred L. Adair, each as 50% stockholder. Mr. Richardson is former district manager of Graybar and manages the station. Dr. Adair is head of the U of Chicago Lying-In Hospital.

Screen Guild Programs To Be Resumed by Gulf

GULF OIL Corp., Pittsburgh, following its customary summer layoff on Sept. 29 resumes for the fourth consecutive season the half-hour Gulf-Screen Guild Theatre on 66 CBS stations, Sunday, 7:30-8 p. m. (EST), for 15 weeks. Harry Ackerman will be Young & Rubicam producer, with Maxwell Arnow, formerly executive assistant to Walter Wanger, film producer, as Screen Actors Guild production contact. Roger Pryor returns as director and m.c. Oscar Bradley again is musical director, with John Hiestand signed to handle commercial announcements. Austin Peterson continues in charge of writers.

Opening program will have Jimmy Stewart, Margaret Sullivan and probably Frank Morgan in the dramatic vehicle, *The Shop Around the Corner*. Series, which formerly originated from the Earl Carroll Restaurant-Theatre, will be staged in the CBS Hollywood studios. All film talent donate their services, Gulf Oil Corp. in turn, contributing $10,000 weekly to the Motion Picture Relief Fund. The series has earned $570,000 for the 18 months of Gulf sponsorship.

New WAKR, in Akron, Names IRS, Joins Blue

WAKR, new Akron station which expects to begin operation Oct. 1, has appointed International Radio Sales as its national representative. Station will be affiliated with NBC basic Blue from its inception and has already been added to the stations carrying the Adam Hat fight broadcasts. WAKR has also already sold to the M. O'Neil Department Store four 10-minute news periods daily, seven days a week on a 52-week non-cancellable contract, said to be the largest local contract yet signed by an Akron station. Kenneth Keegan, veteran Scripps-Howard advertising man, has been appointed commercial manager.

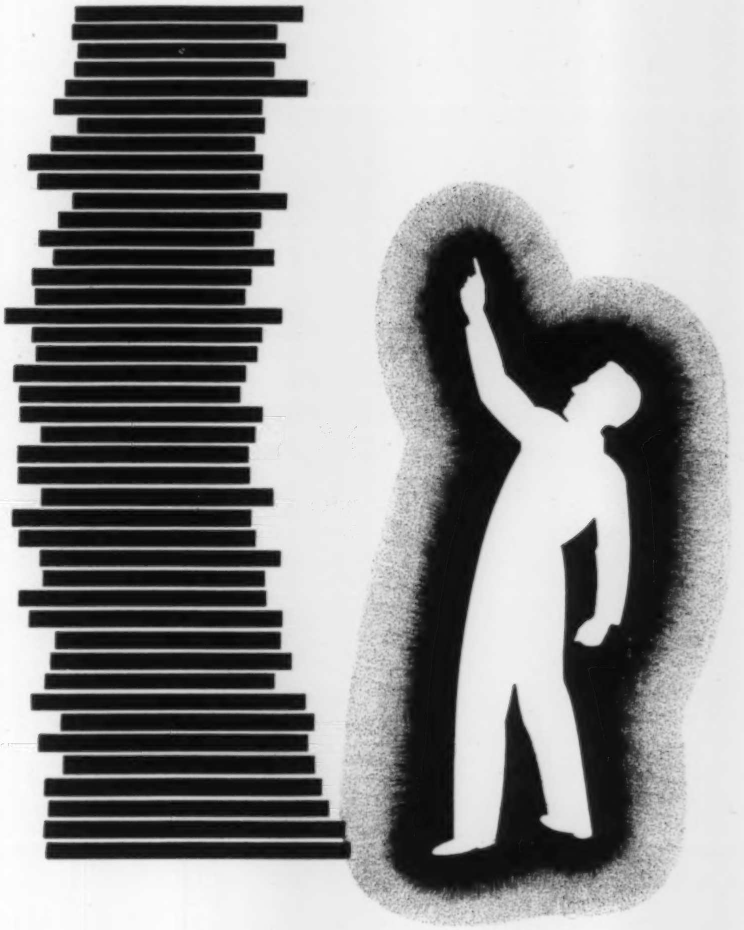
Located on the ground floor of the First Central Tower Bldg., WAKR is equipped throughout with RCA apparatus. It has subscribed to United Press radio news service and to NBC's *Thesaurus* transcription library. WAKR will operate with 1,000 watts fulltime on 1530 kc. S. Bernard Berk is president and Mendel Jones manager [BROADCASTING, Aug. 1].

Yankee's Largest

SOCONY VACUUM OIL Co., New York, has purchased a block of 730 Yankee Network news broadcasts to be carried over 19 Yankee stations starting Oct. 1. Contract is for a year ending Sept. 30, 1941, and calls for 8 a. m. and 11 p. m. newscasts every day. It is the largest contract ever signed for the Yankee Network. Agency is J. Stirling Getchell, New York.

Albert Labs. Test

ALBERT LABS., Chicago (Respirine), late in Aug. started a test campaign of daily 100-word announcements on WMMN, Fairmont, W. Va.; WWVA, Wheeling; KWTO, Springfield, Mo.; WDZ, Tuscola, Ill. Test is slated until Oct. 1 when many additional stations will be used. First United Broadcasters, Chicago, handles the account.



Count the Counties

STACK 'EM UP vertically or lay 'em end to end, there are still a lot of counties in the Omaha Market. And it takes a lot of coverage to do a thorough selling job in this rich corn-and-livestock region.

Alert radio time buyers demand effective coverage of the entire market—259 counties in six states—and get it through a single station, WOW.

WOW provides advertisers more impacts, in more counties, with more spendable income, than any other station in the market. IF YOU WANT THE OMAHA MARKET, YOU WANT WOW!

RADIO STATION

WOW

OMAHA, NEBR.

5.000 WATTS DAY AND NIGHT ON 590 KC COVERS THE OMAHA MARKET

John Gillin, Jr., Mgr. . . John Blair & Co., Representative. . . On the NBC Red Network. . . Owned and Operated by the Woodmen of the World Life Insurance Society. . . Write for Comprehensive Surveys and Maps.

Egner Is Elected As Vice-President By Board of NBC

Growth of Recording Activity Recognized in Promotion

C. LLOYD EGNER, head of NBC's Radio-Recording Division since its inception in 1934, was elected a vice-president of the network company by the board of directors at its monthly meeting Sept. 6. Announcement of Egner's elevation, made by Niles Trammell, NBC president, states that it marks the growing importance of NBC's recording activities under Egner's guidance.

Coming to NBC after more than 15 years with the Victor Talking Machine Co. and with RCA Mfg. Co. after RCA took over Victor, during which he handled nearly every type of sales activity, Egner has built his division into one of the largest transcription services. The *Thesaurus* library service, which he established in 1935, is now used by more than 225 radio stations in the United States, Canada and other countries.

Expanded Activity

Besides the *Thesaurus*, NBC's Radio-Recording Division is active in the production of custom-built transcriptions for national and regional advertisers, which are used in spot and local advertising campaigns. Egner set up his custom-built department in 1935 and 1936 and today it has a complete staff of writers, directors and production men able to produce any type of program desired. More recently Egner's division has entered the syndicated transcription field, handling sales and distribution of nationally proved programs for local and regional use via transcriptions.

About a year ago the transcription production and sales activities of RCA were turned over to NBC, which has subsequently opened Radio-Recording offices in Hollywood, San Francisco and other cities, the entire operations being under Mr. Egner's supervision. The division last year also launched a new system of recording and reproducing transcriptions, known as NBC Orthacoustic.

Born in Philadelphia in 1895, Egner began his business career in 1917 as a salesman for the Victor Talking Machine Co. Following a year in the army, he returned to Victor as assistant manager of salesmen. In 1923 he became manager and in 1925 Chicago district sales manager. From 1927 to 1929 he served as assistant general sales manager, and during the following two years was president of the Chicago Talking Machine Co., a Victor subsidiary. In 1931 he was appointed manager of record and recording sales for RCA Mfg. Co., following RCA's acquisition of the Victor organization, remaining in that position until joining NBC in 1934 to organize and direct its transcription activities.

11th Year of Philharmonic

FOR THE 11th consecutive year, CBS will start it series of Sunday afternoon concerts by the New York Philharmonic Symphony Orchestra on Oct. 13. John Barbirolli will be permanent conductor of the orchestra, with Deems Taylor again acting as intermission commentator.

C. LLOYD EGNER

NBC Names Van Houten Acting Personnel Head

D. P. VAN HOUTEN, manager of NBC's office services division, will also function temporarily as acting personnel manager of the network, it has been announced by V. J. Gilcher, manager of NBC's general service department. Appointment followed the resignations of Dwight Wallace, personnel manager, and Joyce Harris, assistant to Mr. Wallace. Mr. Gilcher announced that W. G. Martin has been made manager of the guest relations division, following resignation of Charles Thurman, whom Martin formerly assisted. No future plans have been announced by Wallace, Thurman or Miss Harris, all of whom came into NBC under former President Lenox R. Lohr.

Another Lohr appointee, Paul Massman, who has been a member of the local sales staff, has resigned to rejoin Maj. Lohr at the Museum of Science and Industry in Chicago, as director of exhibits. Similar resignation of C. W. Fitch, business manager of NBC's program department, was previously announced [BROADCASTING, Sept. 1].

WSFA Joins NBC

WSFA, Montgomery, Ala., will join NBC as an optional Red and Blue affiliate on Sept. 29 instead of Dec. 20, the date on which its contract with CBS expires, as announced in BROADCASTING, Sept. 1, according to the NBC network. The station, owned and operated by the Montgomery Broadcasting Co., operates on 1410 kc., 1,000 day and 500 night watts power.

Propose New WSBC Setup

PROPOSING to relinquish the present corporate setup of WSBC Inc., licensee of WSBC, Chicago, an application has been filed with the FCC for transfer of its license to a new company to be known as Radio Station WSBC. In it stock would be held in four equal parts by Mr. and Mrs. Gene T. Dyer, now 98.6% owners; John A. Dyer, a former surgeon, and Elizabeth M. Hinzman. Paid-in capital of each would be $6,250. Gene Dyer is also part owner of WCBD and WGES, Chicago, and WEMP, Milwaukee.

CALL letters assigned by the FCC to recently authorized new stations [BROADCASTING, Sept. 1] are: WGMA, Schenectady, N. Y.; WTCM, Traverse City, Mich.; WALB, Albany, Ga.

Regular Fulltime Given 4 Stations

WBAL, KRLD Granted 50 kw.; KTHS Plan Disapproved

CLEANING up a six-year-old experimental plan which provided full-time operation for four half-time stations, the FCC Sept. 10 awarded to WBAL, Baltimore, WTIC, Hartford, and KRLD, Dallas, regular fulltime authorizations with 50,000 watts each. KTHS, Hot Springs, which also figured in the experimental authorizations, was not given a regular grant because of a financial arrangement made with NBC for installation of its proposed new 50,000-watt transmitter, which the FCC declined to approve.

Under the action, WBAL increases its power from 10,000 watts day and 2,500 watts night (synchronizing with WJZ, New York) to 50,000 watts fulltime. It must install a directional antenna for night use as well as a new transmitter.

WTIC was given a straight modification of license to shift frequency from its regular assignment on 1060 kc. to 1040 kc. Its time-sharing operation with WBAL was eliminated, awarding it full time with a directional antenna after sunset at Dallas.

KRLD was granted authorizations for fulltime on 1040 kc., with 50,000 watts day and night and a directional antenna for night use only. Its regular assignment had been time-sharing with KTHS on 1040.

Hot Springs Held Back

It is understood the FCC is advising KTHS it will not grant the 50 kw. authorization unless the station makes other arrangements for installation of a 50,000-watt transmitter. It was stated on behalf of NBC that the station, owned by the Chamber of Commerce of Hot Springs, suggested the arrangement whereby NBC would install an RCA 50,000-watt transmitter. The station is an NBC-Blue outlet. The arrangement for reimbursement for installation of the transmitter was to be accomplished through amortization of network payments to the station for network commercial programs. The FCC felt such an arrangement was not conducive to operation in the public interest and in effect would give RCA a "chattel mortgage" on the KTHS license.

Presumably KTHS will be advised that unless it installs the new equipment plus a directional antenna to protect WBAL, by the time the Baltimore station is ready to begin operation with 50,000 watts, the Hot Springs outlet must reduce its power, possibly to 1,000 watts.

The four stations have been operating under special experimental authorizations since May 1934. KOB, Albuquerque, and KEX, Portland, originally were part of the arrangement, whereby they also procured special experimental authorization for full time but the FCC rectified this situation recently by awarding both stations full time on a regular basis.

WBAL, owned by Hearst Radio Inc., has operated with 10,000 watts on 1060 kc. until 9 p.m. simultaneously with KTHS. It reduces its power to 2,500 watts at 9 p.m. and shifts to 760 kc., operating synchronously with WJZ.

Phone Noise

COMPLETE with a system of relays and circuits, technicians of WOR, Newark, after a year of work have devised a sound effects machine reproducing all sounds made by or heard over a telephone. At the turn of a switch the gadget simulates a dial tone, busy signal, incoming ring, the click of receiver on hook at either end of the line, interrupted rings and other telephone effects. A telephone receiver is attached to the device so a dramatic director can achieve the effect of a voice heard on the phone by having actors talk directly into the mouthpiece instead of the usual filter.

WSAZ Is Shifted, Boost for WING

Huntington Outlet to 900 kc.; Dayton Station Gets 5 kw.

CONTINUING its recently inaugurated procedure of making conditional grants, the FCC Sept. 4 awarded to WSAZ, Huntington, W. Va., a shift in frequency from 1190 kc. to 900 kc. with fulltime "granted pending conference". The action supplements a decision in late August under which WKY, Oklahoma City, WBEN, Buffialo, and KHJ, Los Angeles, were awarded construction permits for 5,000 watts fulltime on the same regional channel, while WTAD, Quincy, Ill., was given 1,000 watts fulltime in lieu of daytime operation, all with directional antennas.

WSAZ has operated limited time on 1190 kc. the clear channel assigned to WOAI, San Antonio. It was authorized to install new equipment and a directional antenna for day and night use, with 1,000 watts, but conditioned upon an engineering conference, presumably to determine the degree of protection to be afforded other stations on the channel.

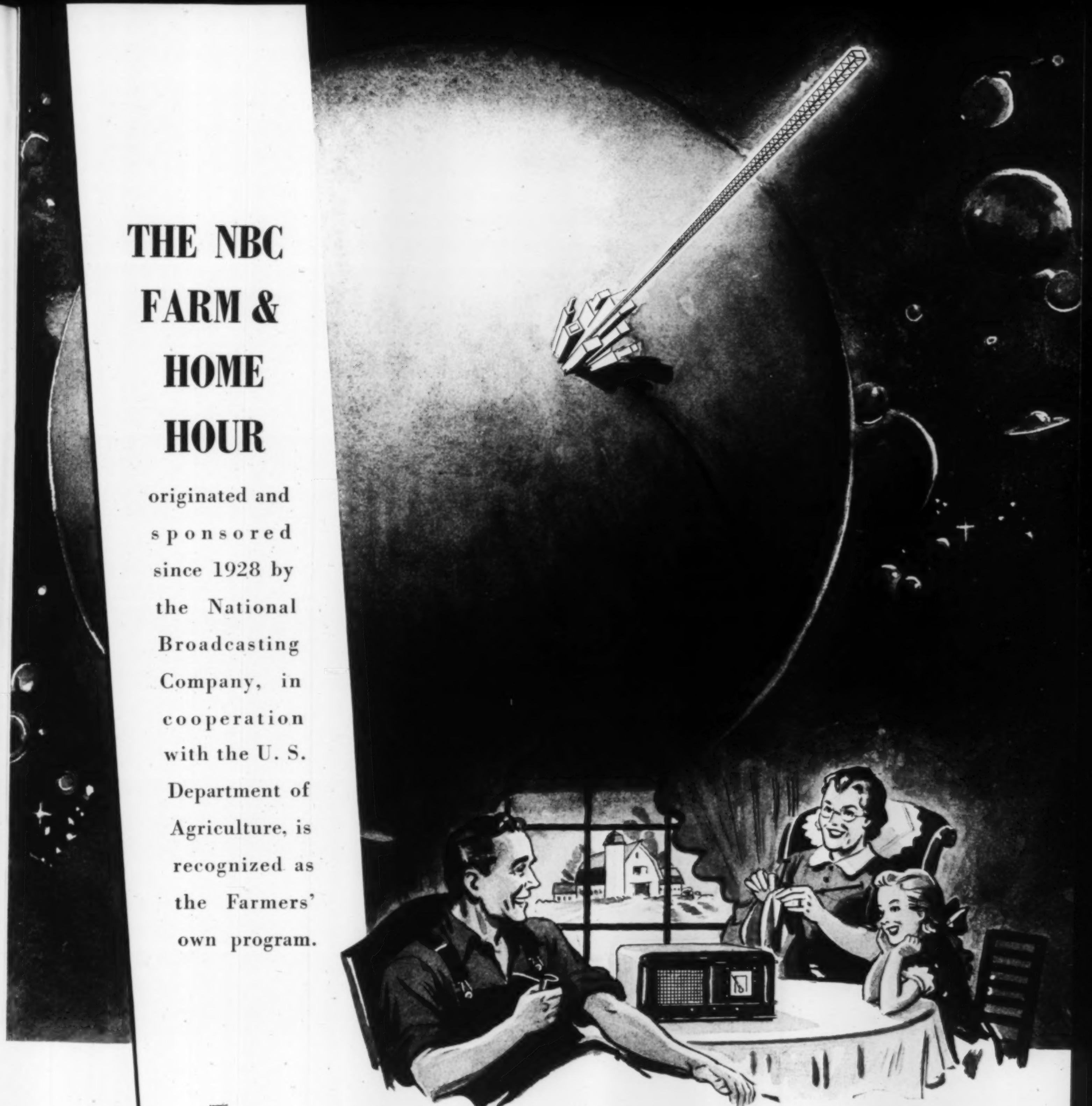
WING Gets Boost

At the same meeting, the FCC granted WING, Dayton, a construction permit to increase its power from 250 watts night 500 watts day to 5,000 watts fulltime on 1380 kc., with an additional antenna for night use. The station only a few months ago was a time-sharing outlet.

The new KDTH, Dubuque, Ia., involved in the "free competition" litigation which was decided by the Supreme Court in its favor, was granted modification of its construction permit to increase its power from 500 watts night to 1,000 watts and to change its hours from daytime to unlimited time, with a directional antenna on 1340 kc. The proposed station will be operated by the *Dubuque Telegraph-Herald*. The grant was conditional upon approval of transmitter site and antenna by the FCC.

KFDA, Amarillo, Tex., Sept. 4 was given an increase in power to 250 watts on 1200 kc. fulltime, in lieu of its assignment on 1500 kc. with 100 watts.

WOLF, new Syracuse, N. Y. station, was granted an increase in power from 100 to 250 watts fulltime on 1500 kc.



THE NBC FARM & HOME HOUR

originated and sponsored since 1928 by the National Broadcasting Company, in cooperation with the U. S. Department of Agriculture, is recognized as the Farmers' own program.

★ The finest schedule of daytime programs in the world — including the famous NBC FARM AND HOME HOUR — will unquestionably attract the greatest number of farm and rural listeners in any market.

In Chicago it's on.... **WMAQ**

50,000 WATTS—670 KC. CHICAGO
KEY STATION OF NBC RED NETWORK

WFLA,Tampa,Fla., Sought by WSUN

St. Petersburg to Pay $125,000 For Time-Sharing Outlet

ACQUISITION by WSUN, St. Petersburg city-owned station, of the facilities of WFLA, Tampa, with which it shares time on 620 kc., is provided under an agreement worked out between the two stations Sept. 10, subject to FCC approval.

The city of St. Petersburg would acquire the half-time facilities of WFLA for $125,000, under authorization given at a council meeting Sept. 9.

The arrangement grows out of the action Aug. 28 of the FCC in granting the *Tampa Tribune*, principal owner of WFLA, a new regional assignment in Tampa on 940 kc. with 5,000 watts day and 1,000 watts night [BROADCASTING, Sept. 1]. The grant, however, was conditioned upon the station divesting itself of its interest in WFLA, and the WSUN sale was worked out in compliance with that edict.

The Tampa and St. Petersburg stations have divided time for 13 years. Under the proposal W. Walter Tison, general manager of WFLA and the only individual owning stock in the station, will sell his 45% interest to the *Tampa Tribune*, which in turn will liquidate the Florida West Coast Broadcasting Co., passing its physical properties together with time on the air and its NBC-Blue contract to WSUN. Thus the latter station would become a fulltime NBC-Blue outlet on 620 kc. WSUN would continue to use the Bayview transmitter near Clearwater, installed by Mr. Tison in 1932, as the first directional station in the country.

WFLA Call Retained

The *Tribune* owns 55% of the common stock of Florida West Coast and all of the preferred stock. In the liquidation of the corporation, the *Tribune* would retain the call letters WFLA, subject to FCC approval, for its new 940 kc. station. Mr. Tison will remain as general manager of this operation.

Upon completion of the new WFLA transmitter, to be located at Rocky Point about five miles from Tampa, the new station will become the NBC-Red outlet in the area.

In commenting on the sale, Mr. Tison said that while he was reluctant to sell his interest in WFLA, it nevertheless was an excellent manner in which to clear up one of the few outstanding division of time stations and that his effort was to cooperate by sale of his stock.

S. E. Thomason, publisher of the *Tampa Tibune* and the *Chicago Times*, announced that his company was relinquishing its present WFLA property, subject to FCC approval, at a figure less than two-thirds of cost. "We make this contribution to what appears to us to be a happy settlement of a part time radio operation that has been fraught with costly difficulties, both for WSUN and WFLA," he said.

Mr. Thomason explained that his new station would retain contractual arrangements for the Red network programs of NBC and relinquish its interest in Blue network programs now broadcast over WFLA. He said that arrangements are not completed but he understood NBC has indicated readiness to extend the Blue to WSUN.

HOLLYWOOD Division of Columbia Recording Co., headed by Paul Crowley, has begun operations with recording laboratories set up in a building adjoining the main KNX studios and with Chester Boggs in charge of technical operations and Charles Phillips in charge of sales. Here a group of radio notables is gathered to discuss CRC transcription plans. Left to right: I. P. Rodman, CBS director of engineering and development; Ralph Wentworth, president, Lang-Worth Program Service; Chris Phillips, CRC sales director; Cy Langlois, general manager, Lang-Worth; William A. Schudt Jr., general manager, CBS transcription division; Paul Crowley, Hollywood manager; A. E. Joscelyn, general manager, WBT, Charlotte.

August Billings Well Ahead of 1939 But Month Is Poorest of Year for Nets

TOTAL BILLINGS of each of the major networks in August were higher than in August a year ago, though August was the poorest month this year. NBC-Blue, CBS and MBS billings for August were lower than in any other month in 1940, while NBC-Red had lower figures only in June.

This seasonal lull was expected and an upswing in time sales is predicted for the fall. Renewals and new business for September and especially October indicate marked autumn increases.

Combined gross time sales of the networks for August totaled $6,841,784, an increase of 16.8% over the August 1939 figure of $5,859,616.

TALL CORN Sweepstakes contest in Iowa, sponsored at the State Fair by WHO, Des Moines, resulted in victory for Don Radda, farmer of Washington, Ia. (center) whose stalk measured 19 feet, 8¾ inches. Here he is beside his prize-winning stalk, receiving the B. J. Palmer Trophy from Herb Plambeck, WHO news editor (right), as Gov. George A. Wilson of Iowa looks on. The Iowa-West Virginia contest annually staged between WHO and WCHS, Charleston, will not be decided until West Virginia's "growing season" ends later this month, but the Radda stalk will be Iowa's entry.

For the eight-month period, combined time sales grossed $61,027,373 this year as compared with $52,847,852 last year, a gain of 15.5%.

Individually, NBC-Red for the second month leads the other networks in dollar volume for the month, while CBS, which for the first six months of 1940 led in gross sales, has the highest total billings for the eight months. NBC-Red time sales for eight-month period total $25,541,086, a rise of 8.2% over the $23,601,161 total for first eight months of 1939. NBC-Blue January-August figures show a 17.8% increase since last year. reading $6,587,490 for 1940 and $5,593,901 for 1939. For NBC as a whole, the eight-month total this year is $32,128,576, up 10% over last year's $29,195,062. Combined NBC August billings are $3,738,262, a gain of 12.9% over the $3,312,570 total for August 1939.

Cumulative CBS time sales at the end of August grossed $26,404,427. an increase of 22.2% over last year's figure of $21,606,562. MBS showed an increase of 21.9% for the eight months, with $2,494,370 in 1940 compared with $2,046,228 in 1939.

Gross Monthly Time Sales

	1940	*% Gain over 1939*	*1939*
NBC-Red			
Jan.	$3,496,393	8.9%	$3,211,161
Feb.	3,226,983	8.5	2,975,258
Mar.	3,338,440	1.2	3,297,992
April	3,128,685	8.7	2,879,571
May	3,216,940	6.3	3,025,538
June	2,919,405	5.8	2,759,917
July	3,141,902	15.8	2,713,798
August	3,072,338	12.2	2,737,926
NBC-Blue			
Jan.	908,815	10.5	822,730
Feb.	905,101	17.0	773,437
Mar.	965,904	10.7	872,860
April	912,833	34.0	681,413
May	817,682	20.9	676,564
June	722,695	16.1	622,487
July	688,536	20.8	569,757
August	665,924	15.9	574,644
CBS			
Jan.	3,575,946	34.2	2,674,057
Feb.	3,330,627	31.0	2,541,542
Mar.	3,513,170	20.1	2,925,684
April	3,322,689	16.4	2,854,026
May	3,570,727	15.3	3,097,484
June	3,144,213	9.9	2,860,180
July	3,071,398	32.8	2,311,953
August	2,875,657	22.8	2,341,636
MBS			
Jan.	317,729	0.8	315,078
Feb.	337,649	22.1	276,605
Mar.	390,813	27.3	306,976
April	363,468	38.4	262,626
May	322,186	37.2	234,764
June	299,478	31.2	228,186
July	235,182	8.6	216,853
August	227,865	10.9	205,410

New England Serial Test Begun by Schrafft Candy

W. F. SCHRAFFT & SONS Corp., Boston (candies), starts a test Sept. 23 on WAAB, Boston, for its Peppermint Patty candy, of 156 15-minute transcribed *Fu Manchu* stories, produced by Radio Attractions, New York, to be heard thrice-weekly. Depending on results of the first four, six and eight-week periods, the series will be extended to either two or three other New England cities or the full Yankee Network.

Special merchandising support will be given the air show, using the Fu Manchu character for the pre-broadcast campaign, which started Sept. 13, and includes counter displays, jobber wagon signs and store window decorations. In addition, a special sales meeting was held in Boston Sept. 6, attended by officials of the company, station, transcription company, advertising agency and Schrafft dealers and salesmen. Agency is Al Paul Lefton, Philadelphia. Paul Brown is account executive; William Eynon, sales contact for WAAB, and Herman Carnow represents Radio Attractions.

'Big Town' to Return

LEVER BROS. Co., Cambridge (Rinso), through Ruthrauff & Ryan, New York, on Oct. 9 resumes *Big Town* on 67 CBS and 31 CBC stations, shifting from its former Tuesday night spot to Wednesday, 8-8:30 p.m. (EST), with West Coast repeat, 7:30-8 p.m. (PST). Personnel of the program continues as before, with Robinson again essaying the role of Steve Wilson, crusading editor, and Ona Munson as the newspaper sob sister. Crane Wilbur resumes as producer and script editor. Thomas Freebairn-Smith, formerly CBS Hollywood producer on the series, has joined the agency staff as assistant to Wilbur. Leith Steven is to be musical director. Arthur Eddy will handle special exploitation. Lever Bros. is currently sponsoring *Uncle Jim's Question Bee* as a summer substitute for *Big Town*.

Lewis-Howe Series

LEWIS-HOWE MEDICINE Co., St. Louis (N-R Tablets), on Oct. 17 will start a weekly half-hour series on 86 NBC-Blue stations featuring Tommy Dorsey's orchestra. Show will be heard Thursdays, 7:30-8 p.m. (CST). with a repeat broadcast at 10:30 p.m. for the West Coast. Stack-Goble Adv. Agency, Chicago, handles the account.

a QUIZ for Radio Time Buyers

What Wichita Radio Station covers the most Kansas and Oklahoma counties?

1

What Wichita Radio Station has the strongest signal under ALL conditions, favorable or unfavorable ?

2

What Wichita radio station will do the biggest selling job for you in Kansas and Oklahoma ?

3

here are the ANSWERS

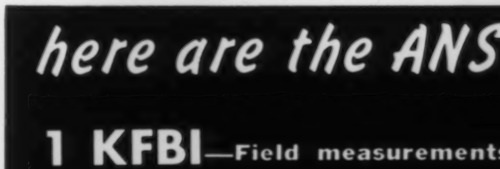
1 KFBI—Field measurements prove the KFBI half millivolt contour includes nearly twice as many Kansas and Oklahoma counties as any other Wichita station.

2 KFBI—Not only has greater coverage in miles from Wichita — KFBI is dominant close in, which means LISTENERS even when reception conditions are unfavorable.

3 KFBI—Is STAFFED FOR SELLING—is the station which can be and is heard best —will do the best selling job for you.

Put this new KFBI selling vitality to work for you!

KFBI WICHITA



Pioneer Voice of Kansas

Affiliated with Mutual Broadcasting System and the Kansas State Network. Represented by Howard H. Wilson Company.

Defamation Code For Radio Urged

Bar Association Sees Need For Uniform Federal Law

ENACTMENT of a uniform Federal statute on defamation by radio, which would correct the present unsatisfactory conditions resulting from dissimilar State laws, was recommended to the annual convention of the American Bar Assn. in Philadelphia Sept. 9-13 by its Committee on Communications.

Citing the need for clarified procedure regarding libel and slander over the air, the committee reviewed past court opinions on the subject. A uniform Federal statute designed to override State laws would go far toward correcting the condition, the committee said, if such a law would be held constitutional. The chance that it would be upheld seems good enough to justify an attempt to enact a general law as to the civil rights of a person who has been defamed by radio, the committee said. If, however, such a law did not prove feasible it was suggested that perhaps a model law gradually could be enacted by the states.

Urges Free Speech

The committee warned of danger to freedom of radio in view of Section 606 of the Communications Act, giving the President "very drastic powers, not merely in case of war but in 'any' national emergency." It emphasized the importance of maintaining free speech, along with a free press.

The Government must be reminded that radio, as now supported, will fail financially unless it is successfully conducted as a "show business" and that advertisers will not be able to afford to pay the millions it would cost to maintain our radio system unless, by radio broadcasts, they sell enough goods to make radio advertising worthwhile, it was stated. "It is fortunate," said the committee, "that both Government officials and business men know that in order to succeed they must be sensitive to public opinion, however informally expressed."

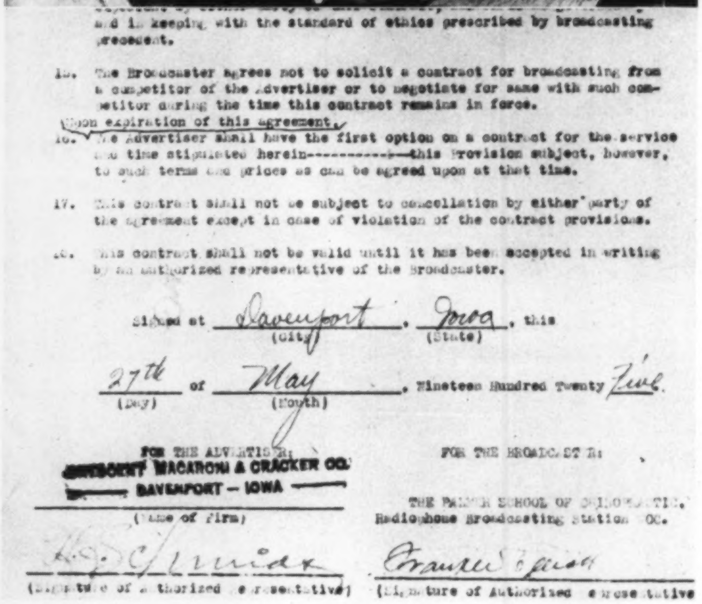
The NAB Code was described as an interesting and so far encouraging experiment as a voluntary effort by the industry to establish rules of conduct for its members. The committee said the weight of opinion appears to favor the general policies represented in the code.

The committee said that if the Government is to be kept out of actual management of programs, the industry must maintain public confidence as to the way in which programs are at present selected, and "as to the fair working of the system as between the large business units and the smaller ones."

The committee emphasized that the public's right to hear must be protected, since the three great influences which mold radio service are not in a position to be wholly detached and disinterested. These were enumerated as the so-called "pressure groups", the proprietors of the stations and networks and the Government agencies. Even Government boards and agencies "cannot be freed from selfish compulsions", the committee said. It added:

"Experience shows that any Government agency which may be charged with the duty of issuing radio licenses and regulating radio operations will be under constant and powerful pressure to follow the dictates of whoever is for the time being President of the United States—whatever his party. Since the President must act as the head of a party as well as the head of the nation, this means that to some extent the Government groups themselves will be influenced by the President's partisan aim that his party shall succeed at the polls."

Members of the committee are Robert N. Miller, chairman, Edwin M. Borchard, Charles T. Kenworthy, Whitney North Seymour and Bethuel M. Webster Jr., the last-named former general counsel of the Federal Radio Commission.



and in keeping with the standard of ethics prescribed by broadcasting precedent.

15. The Broadcaster agrees not to solicit a contract for broadcasting from a competitor of the Advertiser or to negotiate for same with such competitor during the time this contract remains in force.

Upon expiration of this agreement,

16. The Advertiser shall have the first option on a contract for the service the time stipulated herein------------this Provision subject, however, to such terms and prices as can be agreed upon at that time.

17. This contract shall not be subject to cancellation by either party of the agreement except in case of violation of the contract provisions.

18. This contract shall not be valid until it has been accepted in writing by an authorized representative of the Broadcaster.

Signed at Davenport, Iowa, this
(City) (State)

27th of May, Nineteen Hundred Twenty Five.
(Day) (Month)

FOR THE ADVERTISER:
CRESCENT MACARONI & CRACKER CO.
DAVENPORT — IOWA
(Name of Firm)

Schmidt
(Signature of Authorized Representative)

FOR THE BROADCASTER:
THE PALMER SCHOOL OF CHIROPRACTIC.
Radiophone Broadcasting Station WOC.

(Signature of Authorized Representative

HAVING NEVER MISSED a week on the station since it first sponsored a program on June 5, 1925, Crescent Macaroni & Cracker Co. recently renewed its contract for the 16th consecutive year on WOC, Davenport, Ia. WOC claims this qualifies the firm as the "oldest consistent radio advertiser". As he signed the contract, under which the firm will sponsor WOC's *Guest of Honor* show, Hugo Schmidt, vice-president of Crescent (third from left), declared: "We are very proud of our history as a radio advertiser. At this, the beginning of our 16th year on WOC, we are glad that our budget for that station can be increased by 60%, as our sales in this market have shown marked increase during the past few months." At the signing (l to r) were B. H. Mulhauser, advertising manager; L. O. Fitzgibbons, WOC commercial manager; Mr. Schmidt, and Slocum Chapin, WOC representative. Bottom photo shows the final portion and signatures of the first Crescent contract with WOC, dated May 25, 1925, and under which the program started June 5, 1925.

Libby on 15 in Canada

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (canned foods), start in October a series of daily transcribed spot announcements on 15 Canadian stations. On Sept. 10, the company renewed the four-time weekly quarter-hour studio show *Pierre & Pierrette* on CKAC, Montreal. Account was placed by McConnell Eastman & Co., Toronto.

GYPSUM, Lime & Alabastine of Canada, Toronto, (paints) start about mid-September a Canada-wide transcribed spot announcement campaign, five times weekly. Account was placed by McConnell, Eastman & Co., Toronto.

PORTSMOUTH CASE IS HEARD BY FCC

PREMISED directly on the newspaper ownership issue, the FCC on Sept. 9 held a three-hour hearing on the proposal of Brush-Moore Newspapers Inc. to acquire the remaining 50% of the stock of WPAY, Portsmouth, O., local, and thus become the sole owner [BROADCASTING, June 15]. The application of the Brush-Moore organization, publishers of the *Portsmouth Times* and other Ohio newspapers, originally had been denied without hearing, but on June 12 after oral argument before the full Commission the case was set for hearing.

At the Sept. 9 proceedings Horace L. Lohnes, counsel for both assignor and assignee, presented as witnesses Raymond F. Fletcher, manager of the *Portsmouth Times;* Chester A. Thompson, Cleveland financier seeking to sell his half-interest in the station; Ralph Patt, WPAY manager, and Roy Moore, vice-president and general manager of Brush-Moore Newspapers Inc.

Testimony emphasized that full ownership of the station by the newspaper organization would not result in any monopoly of the means of expression, since the Portsmouth community is served by a number of daily and weekly newspapers from both larger and smaller cities in nearby areas. Although FCC action is foreseen reasonably soon, the record in the case was not closed by Basil Cooper, FCC attorney who presided at the hearing.

Old Gold Spots

P. LORILLARD Co., New York, with the cancellation Sept. 27 of its network show starring Don Ameche on NBC-Red, is starting a series of spot programs in different parts of the country for Old Gold cigarettes. On Sept. 30, the company starts six-weekly participations in the *Yankee Network News* program, as well as thrice-weekly sponsorship of Bob Elson's *Sports Review* program on WGN, Chicago, 7:30-7:45 p. m. (CST). More regional campaigns for Old Golds will be added later this fall, according to Lennen & Mitchell, New York, the agency. P. Lorillard on Sept. 30 starts sponsorship of the thrice-weekly *Rhythm Four* on WSGN, Birmingham, for Ripple Tobacco. The company has sponsored similar programs several weeks for the same product on WWL, New Orleans.

'Prof. Quiz' for Velvet

LIGGETT & MYERS Co., New York, on Oct. 1 is taking over sponsorship of *Professor Quiz* in the interests of Velvet pipe and cigarette tobacco on 68 CBS stations. Program will continue Tuesdays, 9:30-10 p.m., where it is now heard under sponsorship of Procter & Gamble Co., Cincinnati, for Teel dentifrice. Agency is Newell-Emmett Co., New York.

Sensation on Coast

P. LORILLARD Co., New York, on Sept. 30 starts sponsorship of two different type quiz shows, as yet undecided, on Don Lee Network, Tuesdays and Thursdays, 7:45-8 p. m. (PST), for Sensation cigarettes. Agency is Lennen & Mitchell, New York.

CAN RADIO SELL HOUSES?

"Yes"... says WJSV... and sells 110 houses for a half-million dollars!

THIS Spring, WJSV brought together a group of twelve building material manufacturers, builders and developers. Plans were laid to build immediately five low-cost model homes, throughout Metropolitan Washington. WJSV's popular Elinor Lee put on the air a Saturday and Sunday half-hour participating program, discussing these homes and the building progress, explaining furnishings and financing, describing the various and widely assorted products of the twelve sponsors.

On August 17th, the first completed home was opened to the public. But, long before that—from the moment the ground was cleared—interested throngs had spent week-ends trekking to the sites, watching the building in progress, and talking about home ownership.

Letters from listeners poured in. One contractor-sponsor reports orders many times in excess of the cost of his participation. Another has, to date, 100 orders for his material, resulting from his participation.

And a land-development company reports that—even before the first finished home was opened for inspection—110 families have ordered houses to be built, following the specifications of the WJSV-model homes! *Total value of radio-sold homes: $485,000!*

So tremendously successful has been this development that current sponsors are already talking about repeating the activity—with its happy results—next Spring.

And everyone expects the 110 new home-owners to be multiplied many times over, as interested families see the completed model homes.

So, once again, WJSV demonstrates its unique capacity for sensing a civic need... and doing something about it. And, once again, radio demonstrates its ability to sell—anything that people can buy!

WJSV

50,000 WATTS · COLUMBIA'S STATION IN THE NATION'S CAPITAL

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N. C., Los Angeles, San Francisco

Color Television by 1941 Is Forecast

CBS Method Described As Utilizing Lag Of the Eyes

THE SYSTEM of color television invented by Dr. Peter C. Goldmark, CBS chief television engineer, was given its first public demonstration Sept. 4 at CBS headquarters in New York before a group of some 70 representatives of the general and technical press who were enthusiastic over the vividness and clarity of the colored images.

Experimental motion picture shot of flowers and fabrics, sailing boats and bathing girls, chosen for color contrast and motion, were received on two 9-inch receivers, one presenting a black-and-white picture, the other a picture in full color, affording an immediate comparison.

Patent Problem

Less definite than the colored pictures were the answers of CBS executives as to just when color television will be made available to the public. Paul W. Kesten, CBS vice-president said that the laboratory experimental work, now in the fourth of five stages and with only the televising of live pick-ups in color still to be perfected, should be completed by the first of the year.

CBS is not in the manufacturing business, however, he explained, and while it plans to make the results of its experimental work available to companies engaged in producing television transmitters and receivers, CBS cannot say when they will be placed on the market or at what price. Dr. Goldmark estimated, however, that a color receiver could be built for about 10% more than a black-and-white receiver.

At his press conference Sept. 3 FCC Chairman James Lawrence Fly stated that he was much impressed at the demonstration of CBS color television he witnessed Aug. 29. Although emphasizing that he could hazard no opinion on the practicability of CBS' system or of the likelihood of its successful development on a regular operation scale, Chairman Fly declared it was a significant step along a line which should draw the interest and cooperation of all researchers and engineers.

One particular appeal of the CBS system lay in its economic use of frequency space and the apparent simplicity of its operation, he commented. He also observed that the system's ability to transmit a single program in either black and white or full color, dependent only on the type of receiver, would be a point in its favor if it were developed to a point of regular operation. As between black and white and color images, he observed, there is a remarkable difference in favor of the latter. He pointed out that color operates in every way, from the standpoint of definition, detail and clarity, to give a more pleasing television picture.

Committee Demonstration

Probability that pending discussions on standards by the National Television Systems Committee will be extended into the realm of color television was emphasized with CBS' announcement that it will hold a demonstration for NTSC members Sept. 17. An NTSC meeting is scheduled to follow the demonstration, presumably to discuss the development. At the time CBS first announced its new find [BROADCASTING, Sept. 1], it was stated the process would be demonstrated to the NTSC and that technical phases of its operation would then be revealed.

In addition to FCC Chief Engineer E. K. Jett, who has figured prominently in NTSC affairs as FCC representative, the FCC will be represented at the Sept. 17 demonstration by Commissioner George H. Payne, Chairman Fly indicated at his Sept. 9 press conference. Chairman Fly, explaining that Commissioner Payne was not attending the demonstration particularly as an FCC delegate, observed that FCC members and staff will closely watch all new video developments. Along this line he said that although he did not expect there would be any "television trip" such as the one of several months ago, he did think "some of us should be available to see any recent television developments as they [manufacturers and researchers] want to show them". He stated that although the Sept. 17 showing conflicted with Commission meetings, other members of the Commission doubtless would view the new development later at a more convenient date.

A WEDDING of whispers and shadows will propagate television, FCC Chairman James Lawrence Fly (in white coat) probably was told during a recent visit to the Burbank, Cal., studios of Warner Bros., where he talked with (l to r) Harry Maizlish, general manager of Warner Bros. Broadcasting Corp., and KFWB, Los Angeles; Michael Curtiz, Warner picture director, and Raymond Massey, famous actor.

No Patent Statement

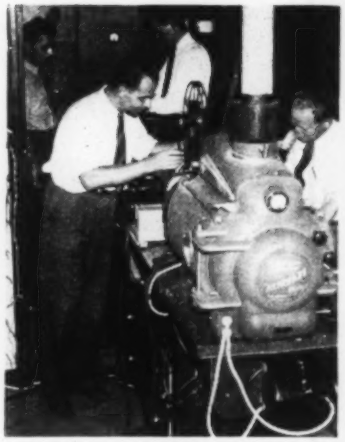
Asked about the patent situation, Dr. Goldmark said that he had gone ahead with his experiments without investigating what has been done by other experimenters in the field and Mr. Kesten added that CBS patent attorneys had not yet completed their examination of the patent office records, so no definite statement can be made at this time.

Most definite assurance that color television will not be kept in the laboratory indefinitely but will soon become an operating actuality was Mr. Kesten's statement that when the CBS video transmitter has been remodeled for broadcasting on its newly-assigned frequency band of 60-66 mc, it will also be equipped for color picture transmission and will begin operations on that basis. He explained this will benefit owners of black-and-white receivers as well as those owning sets capable of receiving colored images, stating that experiments had shown telecasts of colored pictures to produce clearer black-and-white images than telecasts of straight black and white pictures.

May Come by 1941

Asked when CBS expects to begin telecasting, Dr. Goldmark said that the remodeling was expected to take about four months and that testing on the new frequency should begin about the first of the year. As this coincides with the date set for the completion of the laboratory developments with color telecasting, it may be expected that color receivers will make their appearance on the market at about the same time CBS begins its regular transmission of color pictures.

Outlining their progress to date in the development of color television, CBS engineers stated how the art is at present in its fourth of five stages. First step was the application of the optical and electronic formula to the practical problem of creating a picture in full color; second was the addition to color; third was adapting a standard receiver with a nine-inch tube to receive color, and the fourth stage was the actual test of the system on the air. Work so far has been with motion picture film; the fifth and final stage of the laboratory process is the construction and testing of pick-up apparatus for live telecasts. Dr. Goldmark said that the technical problems involved in live color pick-ups do not appear as great as those in the transmission of motion picture film.



FINAL adjustments on the film scanning device in the CBS laboratory are made by Dr. Peter C. Goldmark (left, front), inventor of the CBS system of color television, on Sept. 4 just before the first demonstration of the new development to the press. With CBS' chief television engineer are J. N. Dyer (right, rear), assistant chief television engineer, and Michael Haas (right, front) and D. Doncaster, technicians.

Present film-scanning equipment uses 16-millimeter film taken at 64 frames per second and run at 60 frames per second and work is now proceeding on scanning equipment to use both 16 mm. and 35 mm. film taken and run at 24 frames per second, developments apparently involving no new technical problems, it was stated. The present picture contains 343 lines interlaced, which Dr. Goldmark is attempting to increase to above 400 lines without exceeding the 6 mc. band presently allotted.

Succession of Pictures

As the general assumption had been that a 441-line picture in three colors would require three times as much space in the ether as a one-color picture and also that the equivalent of three pickup cameras would be needed, one for each color, it had appeared doubtful that full color could ever be compressed within 6 megacycles without greatly reducing the number of lines in the picture, CBS explained. But Dr. Goldmark turned his attention on the retentive qualities of the human eye and, discarding the idea of three complete simultaneous pictures, developed a method of producing a succession of three pictures, each following the other so rapidly that the eye blends them all into a single full-color picture.

This method is accomplished through the use of a disc containing red, green and blue filters that rotate between the film and the pickup tube. When the red filter is in front of the tube only those parts of the picture which contain red register in the pickup tube. The green and blue filters operate in the same manner. The three filters are balanced to give the effect of pure white when the picture is white. Synchronized with this disc

(*Continued on page 42*)

BECAUSE OF WHAT THEY

ALLAN CLARK,

CHARLES C. WILES,

RAY BUFFUM,

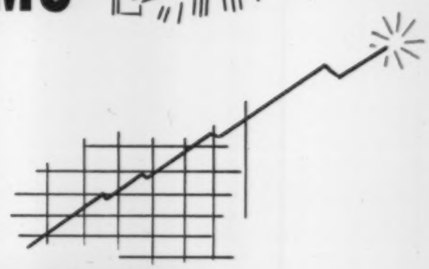
JULIE BENNELL

LEE NORTON,

CAN DO WITH THESE

WKY PRODUCES PROGRAMS

THAT PRODUCE SALES



• The same tools and raw materials are available to radio stations everywhere. But whether their use results in a mediocre bit or a masterpiece depends on the talent, skill and craftsmanship of those who use them.

Because of what WKY's staff of extraordinarily talented and experienced radio craftsmen can do with these tools and materials, a WKY-built program is on a par with the best. Good examples have been heard coast-to-coast for almost two years over NBC-Red. Current origination is "Southwestern Serenade" heard Sundays at 2 P.M., E.D.S.T.

A sure-fire way to put extra life into your sales in Oklahoma is to let WKY put *life* into your program. A live WKY program, custom-built for Oklahoma and your selling plans, will do it!

ALLAN CLARK, **musical director, was for 3 years arranger for Phil Harris; has arranged for Andre Kostelanetz, Gus Arnheim, Jimmie Greer.**

CHARLES C. WILES, **assistant musical director, is veteran of vaudeville and radio; has played with Arthur Pryor, Vincent Lopez, George Olsen.**

RAY BUFFUM, **production manager, wrote and produced Edw. G. Robinson's "Big Town," assisted with Al Jolson, Joe Penner and Dick Powell shows.**

JULIE BENNELL, **played lead roles one season in Orson Welles' Mercury Theatre; had major parts in "Stella Dallas," "Helen Trent," and others.**

LEE NORTON, **singer of American and, as "Pancho," Mexican songs, was with Phil Harris 2 years; recorded for Victor, Columbia and Brunswick.**

WKY

OKLAHOMA CITY · NBC Affiliate · 900 Kc.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY ✶ THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES ✶ THE FARMER-STOCKMAN ✶ MISTLETOE EXPRESS ✶ KVOR, COLORADO SPRINGS
KLZ, DENVER *(Under Affiliated Management)* ✶ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

SALES RESULTS
Betty and Martha's
MAGIC

No rabbits in the hat here! No sir! And yet how magical are the results produced by Betty and Martha... WGY's popular household experts. Response by the thousands! Sales results... an imposing record!

Magical...yet factual! (The Great Northeast is one of the nation's leading markets with a population of 4,844,800 and having retail sales of nearly one and a half billion dollars. 50,000-watt WGY is the only single medium completely covering this vast sales territory.)

Get acquainted today with Betty's "Household Chats" and Martha's "Market Basket"... low-cost home forum participation broadcasts available to non-competitive producers and manufacturers of food products, home equipment, clothing etc. Complete details upon request.

GENERAL ELECTRIC STATION
WGY
SCHENECTADY
50,000 WATTS-790 KC.

Represented Nationally by NBC **SPOT Sales Offices**

NEW YORK	HOLLYWOOD
CHICAGO	CLEVELAND
DENVER	WASHINGTON
BOSTON	SAN FRANCISCO

Merchandising & Promotion

Coast Compilation—Two Kinds of Bulletins—Auto Tags—Susie's Prizes—Gems for Wythe—Booklets

CLAIMED to be the first assembly of all the significant market data of the West Coast into a single easy-to-read compilation, a 45-page "Sales Geography of the Pacific Coast" has been prepared by CBS-Pacific network. Described as a handbook for sales executives, the spiral-bound volume presents comprehensive figures and statistics for the five "business states" of the Pacific Coast—the areas of Los Angeles, San Francisco, Seattle-Tacoma, Portland, Spokane. In addition to the numerical compilations, the handbook incorporates a series of maps covering the areas concerned, including an onion-skin overlay map of the entire Pacific Coast territory.

* * *

Free Ducats

BOOSTING interest in a new program series, *The Squared Circle*, WFMJ, Youngstown, O., along with the sponsoring Lustig's Shoe Store, sent listeners a pair of simulated fight tickets. The tickets invited listeners to tune in WFMJ every Thursday night to listen to recreations of historic boxing matches from a "ringside seat at your radio". Other promotion for the program, which started Sept. 5, included a preview for the press and local boxing figures and special Lustig's window.

* * *

Bulletins in Hotel

COOPERATING with WATL, Atlanta, the local Henry Grady Hotel has installed this bulletin board on which INS dispatches from the station are posted hourly. In return for the news service, the hotel gives the station a generous plug in its advertisements in 63 Southern newspapers and direct mail. The first week after installation the hotel received 238 comments from guests appreciating the service, according to Jim Page, manager of the Henry Grady, pointing to the display.

WATL
ATLANTA BROADCASTING CO.
NEWS EVERY HOUR

* * *

Compton's Consumers

COMPTON ADV. Inc., New York, has issued a brochure, "Mrs. O'Grady's Glasses", discussing the agency's research technique which enables Compton to find out what to tell the consumer about any product to make her say "I want to buy that!" Research provides radio as well as printed copy, says Compton, adding: "Last year, incidentally, more radio sets per dollar spent were tuned in to Compton radio programs, than to those of any other agency."

* * *

WGN Tags

WGN, Chicago, has handed out 1,000 metal plates to be attached to automobile licenses with the slogan *Watch WGN and Mutual* in gold letters on a green background, the official colors of MBS.

Whooperdoo

GROCERS and their families, along with home economic directors of several Arizona stores, recently learned what KOY, Phoenix, is doing on behalf of 26 national food products sponsored on that station, when the management staged a Grocers Whooperdoo at Riverside Park, that city. During the outing, attended by more than 1,000, entertainment ranged from fancy and comedy diving exhibitions in Riverside pool, to the spectacular KOY Water Ballet, first of its kind to be seen by a Phoenix audience. There were also boxing exhibitions and special features by KOY entertainers. Highlight of the outing was the Parade of the Airlanes, in which girls, clad in bathing suits, paraded across the top of an illuminated waterfall, bearing placards representing each of the food accounts sponsored on KOY.

* * *

Esso Window

KYW, Philadelphia, in connection with the radio set sale being conducted by Stern & Co., local department store, is duplicating its newsroom and news broadcasts from the department store window, Sept. 13-21, on a tie-in for the Standard Oil Co. of Pennsylvania, sponsoring the *Esso Reporter*. The window has been transformed into a broadcasting newsroom, containing a UP printer. Periodic news flashes are read from the window over a public address system, carried into the store and out on the street. In addition, KYW is showing *News In the Air*, a commercial sound movie showing how UP collects its news for Esso, in the store's radio department.

* * *

Newspaper Tieup

RECIPROCAL agreement whereby NBC Central Division, Chicago, will purchase display space in the *Chicago Herald-American* in an amount equal to that of the newspaper's sponsorship of five-weekly, quarter-hour news periods, 11-11:15 p.m., featuring Ulmer Turner, *The Globe Trotter*, on WENR, and a half-hour Sunday morning period during which comic sheets will be read, went into effect in mid-September. NBC had a similar agreement with the *Chicago Daily News* last year.

* * *

Potato Chips Entry Fee

UNIQUE advertising stunt for both station and sponsor was engineered recently by WKOK, Sunbury, Pa. Plugged in a 10-day campaign on WKOK, a public dance was sponsored by Wise Delicatessen Co., manufacturers of Wise Potato Chips. An empty potato chip bag was the only admission requirement. The affair drew more than 1,000 potato chip buyers. Account is handled by Lynn-Fieldhouse, Wilkes-Barre.

* * *

Display for Grocers

GARY KREIDT, sales promotion director of KFRC, San Francisco, has prepared a display for the Don Lee Broadcasting System, which will be on view at the convention of the California Retail Grocers Assn. at Del Monte Sept. 16-18.

If They Know Susie

NETWORK and local advertisers with programs featuring contests or offers are getting dual plugs on the new weekly quarter-hour *Offer Index* on WCCO, Minneapolis. On the program all contests and offers are brought to the attention of "Susie", who impersonates the station's scrubwoman and tells all her troubles and needs, and sees them satisfied as she learns about the prizes she can win via WCCO programs. The program and offers also are plugged in a WCCO ad in the *Minneapolis Star-Journal*. Kenina MacKenzie, WCCO continuity head, writes the program and special advertisement and takes the part of "Susie" on the air.

* * *

Serial-Film Tieup

ONE OF the most extensive commercial tieups between a radio sponsor and motion picture concern is that of Wm. Wrigley Jr. Co. (gum), sponsoring the CBS *Scattergood Baines* serial, and Pyramid Productions, Hollywood, which will make a series of films based on those stories. Under the deal agreed upon, the gum company will get behind the films' exploitation with a national campaign of its own. Exploitation will include plugging the motion pictures 1,250,000 dealers.

* * *

Razor Reminders

TO REMIND radio and newspaper editors that Wythe Williams, MBS commentator, started a new series of programs *As the Clock Strikes* Sept. 10, under sponsorship of American Safety Razor Co., Brooklyn, MBS delivered a large number of Gem razors with blades in ivory cases the day previous to the opening program. Agency handling the account is Federal Adv. Agency, New York.

* * *

Utility's Booklet

PACIFIC GAS & ELECTRIC Co., San Francisco, during the past year has given away more than 100,000 copies of an eight-page advance program for its *Evening Concert* on KYA, San Francisco.

Boston Tie-up

ARRANGEMENTS for a cooperative promotional tie-up between the *Boston Globe* and WBZ-WBZA, Boston-Springfield, were announced Sept. 11 by Vincent F. Callahan, general manager of the stations, and W. O. Taylor, publisher of the *Globe*. The paper will use WBZ and WBZA to promote its own features, under the arrangement, with the stations using 100 lines of advertising in all morning and evening editions. The promotion also includes the thrice-weekly *Frontline Headlines* on WBZ, presenting John Barry, *Globe* war correspondent.

* * *

Winners on Display

HASTINGS CLOTHING Co., with five stores in the San Francisco Bay area using six programs weekly on KFRC and an equal number on KSFO, each week displays pictures of the winning team in *Brain Battle* quiz show on KFRC in all five stores. In all mail and packages sent out, a folder containing a picture and background information on Fulton Lewis is included. Hastings newspaper ads contain mentions of their radio shows.

* * *

Byrd Exchange

A JOINT promotional deal has been worked out between KSTP and the *Minneapolis Star-Journal* on the show which the newspaper will air on NBC-Red Oct. 25 in connection with the Byrd expedition. The station will place talent and special events facilities at the disposal of the newspaper, and in exchange the paper will handle a one-week promotional campaign on the show, concluding with a page of art on the broadcast.

* * *

Westinghouse Offer

TO PROMOTE its household appliances, Westinghouse Electric & Mfg. Co., Pittsburgh, on Sept. 24 will offer listeners for 10c by mail a special game titled "Leisureland" on its weekly *Musical Americana* program on NBC-Blue. The offer will continue through to the end of this year, according to Fuller & Smith & Ross, New York, the agency in charge. The Westinghouse program, with Raymond Paige directing a symphony orchestra, features music in the American manner.

* * *

Georgia Tees

A PACKAGE of four golf tees, stenciled with call letters, is being sent to the trade by WMAZ, Macon.

SOCONY NE
Mobilgas

TO GIVE visitors to the New York State Fair a running INS news report WFBL, Syracuse, tied up a teletypewriter and news projector in the WFBL-Socony News Theatre at the Fair. In the station's studios a special news file was prepared from INS wires and fed to the booth at the fair by special teletype circuit. At the fair material was received on a transparent tape and automatically fed into a news projector, so visitors saw the news on a 6 x 4 foot screen. Transcriptions by staff announcers invited visitors to enjoy the show and explained the technique.

When you think of

NEW ORLEANS

you think of:

The romance of

LACE WORK BALCONIES

and

WWL

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

Color Television

(*Continued from page 38*)

is a similar disc in front of the receiver tube, so that whenever the red filter is in front of the pickup tube there is also a red filter in front of the receiver tube and the same holds for green and blue.

Faster Scanning

The scanning method is somewhat different from that used for black-and-white picture transmission, in which the picture is completely scanned every 30th of a second. For color transmission by the CBS system, however, the picture is scanned every 60th of a second, using two colors in each scanning. Addition of the third color requires an additional 120th of a second, bringing the total time for a single picture in full color to a 40th of a second. The retentive quality of the retina of the human eye blends these separate scannings into one complete, full-color image. If there is no color disc in front of the receiver the picture appears as a black-and-white image.

Asked about reception of colored telecasts on the several thousand television receivers which have already been purchased, Dr. Goldmark said that it would be possible for them to be rebuilt to receive color in the same way as the CBS engineers had rebuilt the receiver used in the experiments, but that for such a comparatively small number of sets the cost of producing a color attachment would probably be prohibitive. The sets could easily be adjusted to receive the colored transmissions as black and white pictures, he said.

Television at Fair

DAILY demonstrations of television, presented by KDKA, Pittsburgh, and sponsored by Gulf Oil Corp., were held Aug. 29-Sept. 2 during the Allegheny County Fair in Pittsburgh. Television cameras were set up in the main exhibit building, with receivers placed throughout the fair area. In addition to regular programs, headlining KDKA staff announcers, the demonstration included televising fair-goers. The demonstration was similar to those conducted regularly at the New York World's Fair and Golden Gate Exposition.

Plans for New WGAC

J. B. FUQUA has been appointed general manager of the new WGAC, Augusta, Ga., coming from WCSC, Charleston, S. C., where he was chief engineer, and he reports the station will go on the air about Nov. 15. It will use RCA equipment throughout with a 192-foot Wincharger tower. The station was authorized for construction last Aug. 25, to operate with 250 watts on 1210 kc. Officers and stockholders, each owning one-third of the stock in Twin States Broadcasting Co., are F. Frederick Kennedy, president, an attorney and part-owner of the local Battery Tool Co.; Glenn R. Boswell, secretary-treasurer, publisher of the *Augusta Herald*; Millwee Owens, vice-president, editor of the *Augusta Herald*.

NEW OUTLET READY IN GRAND RAPIDS

AFFILIATED with MBS, the new WLAV, Grand Rapids, Mich., goes on the air Sept. 16 with 250 watts fulltime on 1310 kc. The station has been installed in one of the most elaborate and modern studios in the State, occupying the top floor of the Keeler Bldg. RCA transmitter equipment and a 190-foot Lehigh tower have been installed. INS news and Standard Radio library are being used.

Mr. Steed

Mr. Versluis

Licensee of the station is Leonard Versluis, former part-owner of WJIM, Lansing, and operator of a chain of photographic studios, who will be general manager. He has appointed Hy M. Steed, formerly general manager of WMBC, Detroit, as station manager and head of sales and production. Lauren A. Bergeron has been named chief engineer.

Other staff selections are: Arthur Poppenberg, formerly INS representative in Michigan and Ohio and onetime salesman with WMCA, New York, salesman; Alton Drake, formerly with WELL, Battle Creek, salesman; Roy C. Kelley, formerly of WIBM, Jackson, salesman; John Marshall, formerly with WMBC, announcer; Kenneth Greer, formerly with WKAR, Lansing, announcer; Robert L. Cunningham, dramatic director; Raymond Plank, formerly with WFMD, Frederick, Md., engineer; Carl Horine, formerly of WKBZ, Muskegon, engineer; Katharyn Mordo, formerly with NBC in New York, traffic manager; Catherine L. Mullen, secretary; D. E. Lamoreaux, director of staff orchestra.

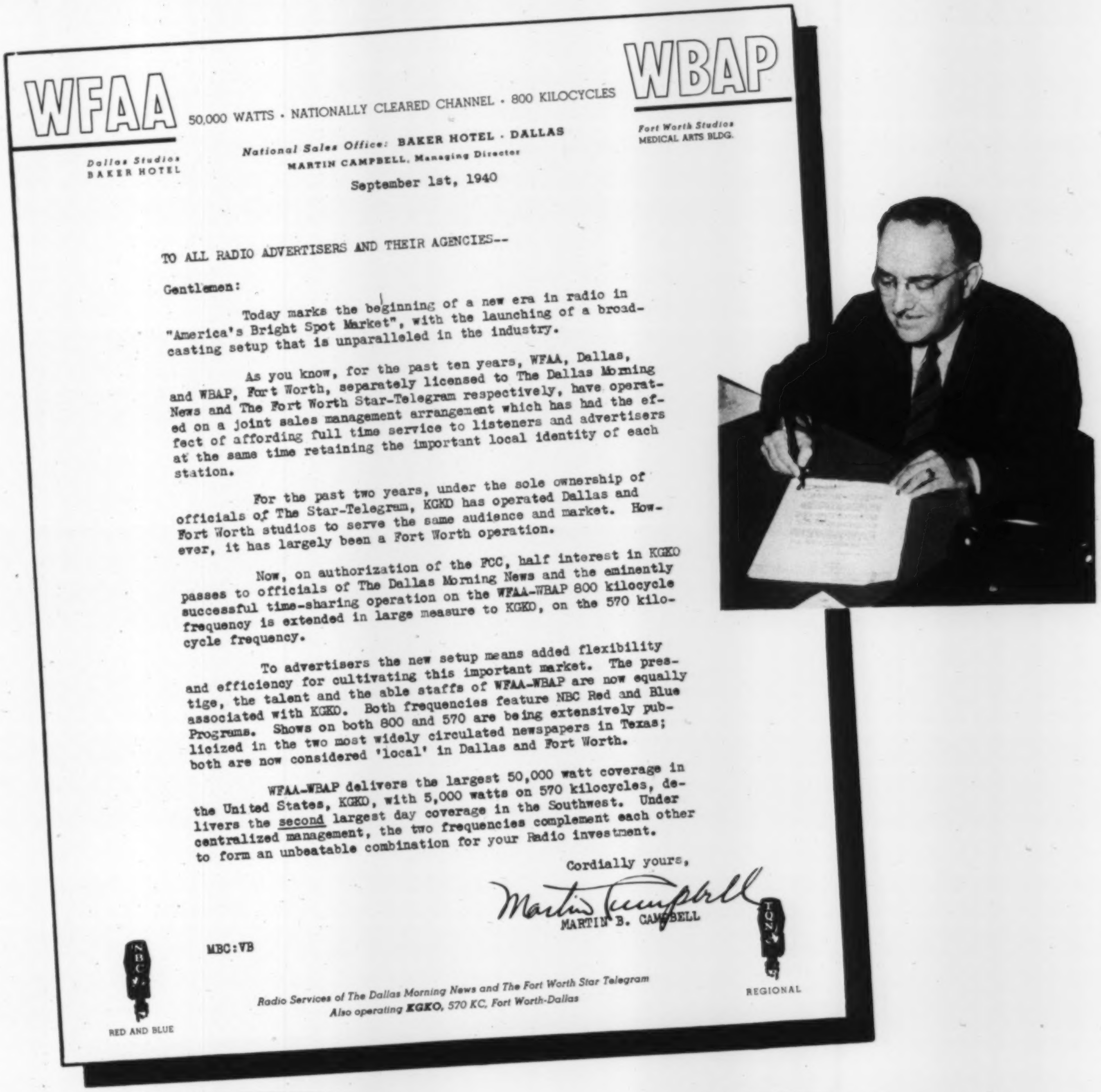
To Film Radio Series

MAX FLEISCHER STUDIOS, through arrangement made by Paramount Pictures, will produce a series of Superman cartoon film shorts, capitalizing on the popularity of the radio and syndicated newspaper character by that name. Russell Holman, Head of Paramount's shorts department and Harry Donenfeld, president of Superman Inc., handled negotiations. First of the series is to be released during the Christmas holidays. Stephens-Lang Productions, Hollywood, has set *Remedy for Riches* as title of the first of its Dr. Christian films for 1940-41 release through RKO. Film stories are based on the CBS *Dr. Christian* series, sponsored by Chesebrough Mfg. Co., (vaseline products), and will continue to feature Jean Hersholt. He also is starred in the radio programs. The film company executives are dropping constant use of the *Dr. Christian* title in future motion pictures to avoid box-office confusion.

Fifth Year for Serial

SWINGING into its fifth year on CBS is *Big Sister*, sponsored by Lever Bros., Cambridge, Mass., for Rinso on 72 CBS stations and 26 CBC stations five mornings weekly. Of the original cast five members are still playing roles in the dramatic serial including the two leads, Alice Frost in the title role and Martin Gable as Dr. John Wayne. Ruthrauff & Ryan, New York, handles the account.

An Operating Plan Unique in American Radio



WFAA 50,000 WATTS • NATIONALLY CLEARED CHANNEL • 800 KILOCYCLES **WBAP**

Dallas Studios
BAKER HOTEL

National Sales Office: BAKER HOTEL • DALLAS
MARTIN CAMPBELL, Managing Director

Fort Worth Studios
MEDICAL ARTS BLDG.

September 1st, 1940

TO ALL RADIO ADVERTISERS AND THEIR AGENCIES--

Gentlemen:

Today marks the beginning of a new era in radio in "America's Bright Spot Market", with the launching of a broadcasting setup that is unparalleled in the industry.

As you know, for the past ten years, WFAA, Dallas, and WBAP, Fort Worth, separately licensed to The Dallas Morning News and The Fort Worth Star-Telegram respectively, have operated on a joint sales management arrangement which has had the effect of affording full time service to listeners and advertisers at the same time retaining the important local identity of each station.

For the past two years, under the sole ownership of officials of The Star-Telegram, KGKO has operated Dallas and Fort Worth studios to serve the same audience and market. However, it has largely been a Fort Worth operation.

Now, on authorization of the FCC, half interest in KGKO passes to officials of The Dallas Morning News and the eminently successful time-sharing operation on the WFAA-WBAP 800 kilocycle frequency is extended in large measure to KGKO, on the 570 kilocycle frequency.

To advertisers the new setup means added flexibility and efficiency for cultivating this important market. The prestige, the talent and the able staffs of WFAA-WBAP are now equally associated with KGKO. Both frequencies feature NBC Red and Blue Programs. Shows on both 800 and 570 are being extensively publicized in the two most widely circulated newspapers in Texas; both are now considered 'local' in Dallas and Fort Worth.

WFAA-WBAP delivers the largest 50,000 watt coverage in the United States, KGKO, with 5,000 watts on 570 kilocycles, delivers the second largest day coverage in the Southwest. Under centralized management, the two frequencies complement each other to form an unbeatable combination for your Radio investment.

Cordially yours,

Martin Campbell
MARTIN B. CAMPBELL

MBC:VB

NBC
RED AND BLUE

TQN
REGIONAL

Radio Services of The Dallas Morning News and The Fort Worth Star Telegram
Also operating ***KGKO****, 570 KC, Fort Worth-Dallas*

DALLAS and FORT WORTH
WFAA-WBAP
50,000 WATTS—800 KILOCYCLES

FORT WORTH and DALLAS
KGKO
5,000 WATTS (D.) 1,000 WATTS (N.)—570 KILOCYCLES

NATIONAL REPRESENTATIVES:	
WFAA-WBAP	Edward Petry & Co., Inc.
KGKO	Free & Peters, Inc.

We're keepin' company!

We are stepping out into a fall season that indicates big times ahead. For it's significant that the company we keep is the best, including some of the most successful and regular national spot advertisers. These advertisers, desirous of reaching the rich Mid-South market of 399,540 radio homes, find WMC the most effective and economical medium for reaching the greatest number of consumers at the lowest per capita cost.

If you plan to "step out" this fall, keep company with the advertisers who find out before they buy. Choose WMC to carry your sales message for increased sales this fall.

5,000 WATTS DAY
1,000 WATTS NIGHT
WMC
MEMPHIS
NBC RED NETWORK

Owned and operated by

THE COMMERCIAL APPEAL

"The South's Greatest Newspaper"

National Representative: THE BRANHAM CO.

★

MEMBER OF SOUTH CENTRAL QUALITY NETWORK
WMC—MEMPHIS
KWKH-KTBS—SHREVEPORT
KARK—LITTLE ROCK
WSMB—NEW ORLEANS

Movie Shortwave Series On NBC's Latin Service Starts by End of Month

SHORTWAVE series cooperatively sponsored by a number of leading motion picture companies on NBC's international stations [BROADCASTING, Aug. 15], is expected to get under way by the end of September, according to L. P. Yandell, NBC director of commercial international broadcasting, although plans for the series are not complete.

Columbia Pictures has joined the five companies previously announced as sponsoring the programs—M-G-M, Warner Bros., Paramount, Universal and RKO—while Fox and United Artists are still considering the question. Also undecided is the number of broadcasts, which may be either two half-hours in Spanish and two in Portugese each week or a daily half-hour in each language.

With the three-fold aim of public relations for the film industry, sales promotion for individual films, and solidifying friendly relations between the North and South American republics, the programs will be in part institutional and in part directly promotional. The institutional broadcasts will aim at increasing South American acceptance of Hollywood and American ideas as expressed in American movies generally. The other programs will be allotted to individual sponsors to promote their own stars and stories with the direct goal of building South American audiences for the sponsors' current pictures. But in both types of broadcast the idea of building hemisphere solidarity will be constantly considered, Mr. Yandell stated.

WSLS, in Roanoke, Va., To Take the Air Soon

WITH Philip P. Allen as general manager and James H. Moore as resident manager, the new WSLS, Roanoke, Va., is scheduled to go on the air either Oct. 1 or 15 and will operate with 250 watts full-time on 1500 kc. It will have a Western Electric transmitter, with WE and RCA speech input and studio equipment and a 175-foot Lingo tower.

Mr. Allen is also general manager of WLVA, Lynchburg, and WBTM, Danville, while Mr. Moore, at one time with WBT, Charlotte, is now assistant manager of WLVA. Frank Kohler, recently with WRTD, Richmond, will be sales manager. Albert E. Heiser, chief engineer of WBTM and WLVA, will hold the same post also with WSLS. The program director has not yet been chosen.

The new Roanoke local was granted last July 25 by the FCC to Roanoke Broadcasting Corp., of which the officers and stockholders are: Paul C. Buford, president of the Shenandoah Life Insurance Co., president, 20%; Edward A. Allen, owner of WLVA, Lynchburg, vice-president, 13 1/3%; Philip P. Allen, 13 1/3%; Henry E. Thomas, vice-president, Shenandoah Life, secretary; Lynchburg Broadcasting Co., 13 1/3%; Junius P. Fishburn Jr., publisher of the *Roanoke Times* and *World-News* and operator of WDBJ, Roanoke, 40%.

A 28-PAGE mimeographed booklet, *Key to Television Writing*, has been issued by Paul Cruger, Hollywood writer-producer.

VICTUALS of all types, all advertised on the station, and a fancy glass coffee brewer were given to Newlywed Announcer James Bridges and his wife by his colleagues on WSB, Atlanta, during a party late in August. Attached to each item in the basket were appropriate verses penned by Mrs. Leola Brown, WSB receptionist.

STATION TO OPEN IN HASTINGS, NEB.

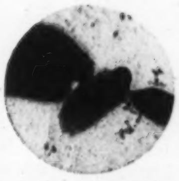
HASTINGS, Neb., home of a pioneer Westinghouse station, KFKX, will shortly have a new local broadcasting station—KHAS, to be inaugurated Sept. 27. It will operate with 250 watts on 1200 kc., having been authorized for construction in July, 1939. It is being RCA equipped throughout, with Truscon radiator.

Hastings was selected for early broadcast experiments because of its location. When Westinghouse abandoned the station there some years ago, the community was left without a station and has had no local outlet since. The new KHAS will be controlled by Fred A. Seaton, publisher of the *Hastings Daily Tribune*, with seven other local residents as stockholders, none owning as much as 10%.

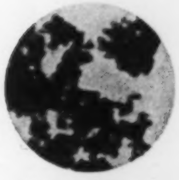
Orville Rennie, veteran radio and theatre man, is general manager. He has been with WBBM, Chicago; WOC, Davenport, Ia., and WOW, Omaha, and for several years managed a Paramount-Publix circuit in the West and Southwest. Al Ray R. Brown, program director, formerly was with WAAW, Omaha; KFAB-KFOR, Lincoln; KABR, Aberdeen, S. D., and recently program director of KGFW, Kearney, Neb. Walter Ely, chief engineer, comes from KGFW where he held a similar post, and at one time was with KMA, Shenandoah, Ia. Other staff positions filled are: Duane L. Watts, salesman; Russell Van Dyke, announcer; James L. Gould, announcer and continuity chief; Judy Green, director of women's programs. Mr. Gould formerly was with KSAC, Manhattan, Kan., and the others are new to radio.

Twin Cities Code Committee

BROADCASTERS of Minneapolis and St. Paul have decided to have their own Code Committee for the Twin Cities. This committee will pass on all matters of the NAB Code affecting Twin City stations, working with the national Code Committee. Kenneth Hance, of KSTP, St. Paul, was appointed chairman of the Twin City group, and will be assisted by Wallace Stone of WDGY and Edward P. Shurick of WLOL.



Bacillus S. paratyphi, magnified 12,000 diameters



Lacquer pigments, magnified 27,000 diameters

FROM RCA LABORATORIES COME

Radio Eyes FOR MICROBE HUNTERS

Anthony van Leuwenhoek of Amsterdam was the first to peer into the universe of the infinitesimal. With his crude microscope, he discovered in 1683 the "small beasties" which Pasteur and Koch and Theobald Smith later branded the most dangerous enemies of man—the germs of disease.

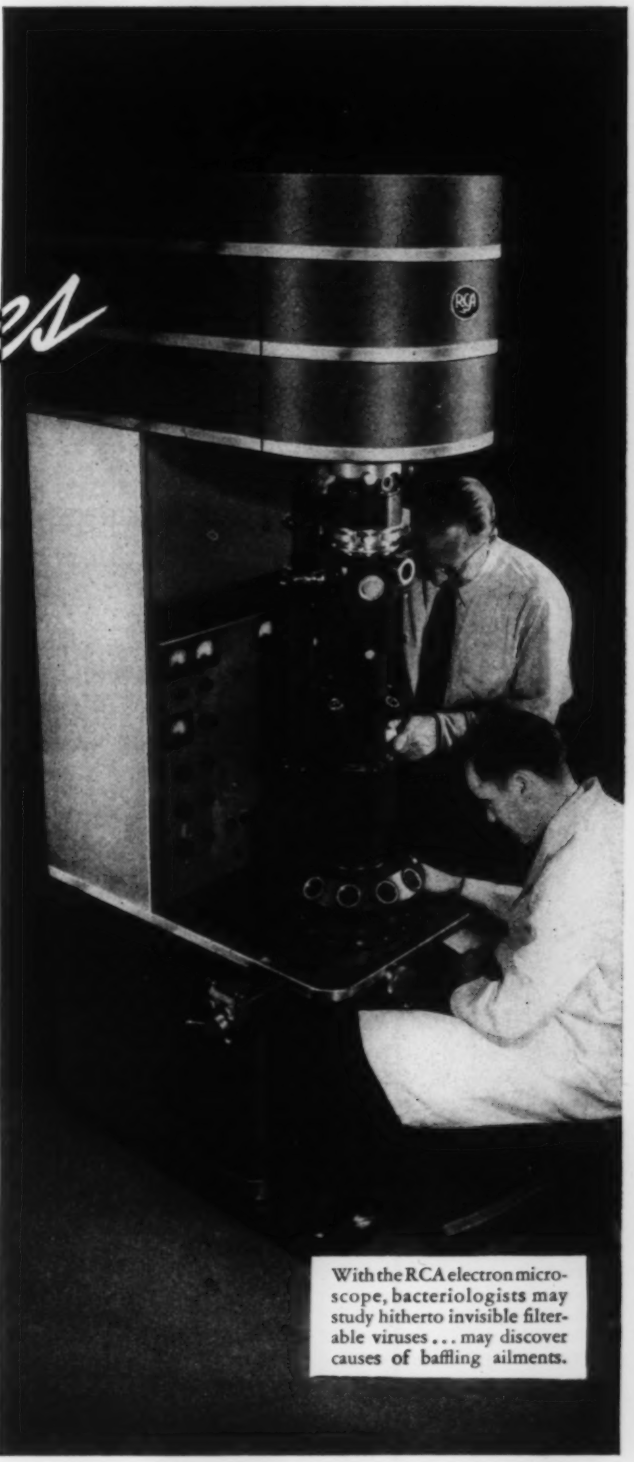
BUT there are micro-organisms too small for optical microscopes to detect. These instruments operate by visible light, which cannot resolve objects much smaller than the wavelength of the light. Bacteriologists have been able to see only the larger microbes. They have been able only to hope that somewhere, somehow, an instrument would be found that would magnify not 1,500, but 20,000...50,000...100,000 diameters!

Scientists in RCA Laboratories have engineered such a microscope. They studied the electrons active in radio and television, whose length was but a tiny fraction of that of a light wave. Research proved these electrons could be used as "seeing" rays. Focused by powerful magnets upon photographic film, they would reveal what had hitherto been invisible.

Research is Radio's Road to Progress

RCA's contribution to the development of the electron microscope is the result of a far-seeing policy laid down by the founders of the company in 1919: *that fundamental research must be the keystone of every activity of RCA.*

RCA research has made broadcasting better. It has made receiving sets better. It has perfected a magic voice for the motion picture. It has pioneered in television. It has developed facsimile transmission of pictures and printed matter. It has made substantial contributions to industrial progress in fields outside of radio...From *continuing* RCA research will come still more progress ...still greater services to America and to the world.



With the RCA electron microscope, bacteriologists may study hitherto invisible filterable viruses... may discover causes of baffling ailments.

RADIO CORPORATION OF AMERICA

RADIO CITY, NEW YORK

RCA Manufacturing Co., Inc.
RCA Laboratories
Radiomarine Corporation of America
R. C. A. Communications, Inc.
National Broadcasting Company
RCA Institutes, Inc.

Case Returns to FCC Following Long Illness

WITH the return of Commissioner Norman S. Case to Washington Sept. 3, the FCC resumed its regular meeting schedule with five of its authorized personnel of seven members prepared for duty. Gov. Case had been absent from Washington since last February, due to serious illness, but is now described as fully recovered and looks physically fit.

Col. Thad H. Brown, whose term expired last June 30, and who has not yet been confirmed by the Senate for a new seven-year term, has not participated in FCC actions, and is without official status or pay. Commissioner F. I. Thompson has been absent on vacation.

HAROLD V. HOUGH, general manager of WBAP, Fort Worth, will serve as m.c. for the Oct. 6 broadcast of the 10th annual Texas Prison Rodeo, which the station will cover direct from Huntsville. He will be assisted by Bob Calen and Nelson Olmsted. More than 25,000 are expected to attend the event.

MORE LISTENING TO NEWSCASTS

CAB Finds Marked Growth in Listening; Regional Habits of Air Audiences Are Analyzed

"NEWS programs increased their listenership by leaps and bounds throughout the country in the 1939-40 winter season in comparison with the previous season of 1938-39," states the Cooperative Analysis of Broadcasting (CAB) in its regular semi-annual review of radio program audiences from October, 1939 to April, 1940, published Sept. 6.

A special comparison of Wednesday evening listening to news during last winter and during the previous winter shows that the national average rating of all news programs in the early hours of Wednesday evenings, between 5 and 8 p. m., increased 39%, rising from 14.1 in 1938-39 to 19.7 in 1939-40. An even greater gain was found for the later Wednesday hours, 8 to midnight, when the national average rating of news programs rose from 9.7 to 15.1, a gain of 55% in set owners.

Regional Traits

The analysis also disclosed a difference between the news listening habits of eastern and western listeners, with the Easterners preferring the early evening broadcasts while Westerners tune in news during the later hours. No favoritism in time was shown by southern and midwestern audiences. The survey, however, points out that the increased interest in news was causing a change in these sectional habits, with eastern audiences learning to tune in later and western audiences earlier for their news.

Although the CAB's investigation did not show the reason for the increment of news listeners, the report states that the most obvious explanation is the American appetite for war bulletins, while another factor is the growth in listening to all types of programs, which may have raised the rating of news broadcasts. Other observers have reversed that explanation, believing that interest in war news have kept listeners at their sets more consistently and therefore increased the listening to all programs.

Biggest gain in news listening was shown by Pacific Coast listeners during the 5 to 8 p. m. hours, the rating rising from 2.8 in 1938-39 to 13.4 in 1939-40, an increase of nearly four times. In the East during the early evening, a rise of 14% was noted, from 22.5 to 25.7. Midwestern rating advanced from 6.1 to 11.5, or 88%, while the southern rating rose from 7.5 to 18.6, up 148%.

During the later evening, from 8 to midnight, rating in the East rose from 6.8 to 11.2, or 64%; in the Midwest from 11.4 to 20.7, or 81%; in the South from 7.2 to 14.4, a flat 100% increase, and in the West from 28.7 to 35.2, a gain of 22%.

Popular Programs

Among sponsored news and news commentary programs, Lowell Thomas' Monday through Friday broadcasts for Sun Oil Co. increased its rating from 12.5 in the winter of 1938-39 to 17.3 in 1939-40. Walter Winchell's Sunday evening *Jergens' Journal* showed a similar increase, from 11.5 to 15. Sponsored newscasts generally, however, showed a fractional decrease, from 6.6 to 6.3, probably due, says CAB, to new programs which achieved only modest ratings during their first seasons. Single station and small network programs and sustaining broadcasts were not rated by the CAB.

Audiences during the past year have been the highest in the history of broadcasting, the report states, with increased listening found at all times of the day and night and at all income levels. The peak audience during the seven standard time months covered by the report was found to have listened sometime between 5 and 8 p. m. on Sunday evenings, when 61.1% of all setowners were checked. Saturday nights, however, showed the greatest increase, up 13% between 5 and 8 and 17% in the later hours. Most new listeners came from the lower income group, based on rental values, with the upper income bracket rivaling the lower group in percentage although not in the number of additional listeners.

Average rating of night-time listening audiences for the 1939-40 season was 10.9, highest in CAB history. In 1936-37 the average rating was 6.9; in 1937-38 it was 8.8, and in 1938-39 it was 9.3. Following a similar trend, daytime ratings have risen from 2.3 in 1936-37, 3.2 in 1937-38, 4.2 in 1938-39, to a new record of 4.6 for 1939-40.

President's Record

Largest audience ever measured for an American orator was that of President Roosevelt's address to the graduating class of the U of Virginia on June 10, when the CAB found 45.5% of set owners in 33 major cities had heard the address. The President's lowest CAB rating also occurred in the past year, however, when his speech from the White House on Oct. 9, 1939, was listened to by only 12.1% of the nation's setowners. His annual Jackson Day address, in January, registered 25.2%.

The 15 most popular programs

WHEC

SOAP 10¢
SOAP 10¢

ROCHESTER

BASIC CBS—NAT'L REPRESENTATIVES, PAUL H. RAYMER CO.

during the winter of 1939-40, in order of their popularity, were: *Chase & Sanborn Program* (Bergen and Charlie McCarthy), *Jack Benny, Lux Radio Theatre, Fibber McGee & Molly, Kraft Music Hall, Major Bowes, Bob Hope, Kay Kyser, One Man's Family, Kate Smith, Pot O' Gold, Fitch Bandwagon, Fred Allen, Good News, First Nighter.*

Of these, five were newcomers: *Fibber McGee & Molly, Bob Hope, One Man's Family, Pot O' Gold* and *Fitch Band Wagon*, with the *Pot O' Gold* program achieving this enviable position in its first year on the air.

Variety in Lead

Breaking down programs by type of entertainment, number of programs and amount of time on the air, the CAB found variety programs in the lead on all three counts. Classical music, although represented by only one program, the *Ford Sunday Evening Hour*, was second in popularity. Dramatic programs, second in number and in amount of time on the air, were third in popularity. The dramatic average has moved steadily upward despite the growing number of programs, the report states, rising from ninth position in public favor five years ago to third place now, and a tightly competitive third only one-tenth of a point behind the second place classical music.

The 107-page report also summarizes the income patterns of audiences of all programs, reviews the developments in program types, analyzes the variations in audiences in various parts of the country, and contains a number of tables and charts illustrating listening trends.

BOOGIE WOOGIE Comes to Birmingham! Here are the highlights in the recent Boogie Woogie Contest conducted by WSGN. Jud Collins, announcer, conducted the program. Event was witnessed by a capacity crowd. Collins is shown above with "boog it" artist who copped first prize.

LIVE AND LEARN
WSB Has Seven on Staff Who Attend Schools

SEVEN staff members of WSB, Atlanta, are holding down their jobs and getting an education at the same time. All have been allowed by the station management to arrange working hours so they will not conflict with classes at school. Four attend nearby Emory U, two go to Georgia Tech and one is studying for the ministry at Columbia Theological Seminary.

Precedent for the system was set several years ago when Production Manager Marcus Bartlett entered Emory, graduating in June, 1939, with a Phi Beta Kappa Key. Staff-students now include: Emory—Elmo Israel, publicity director, Claude Wilson and James Hardin, announcers; Stanley Edwards, music librarian; Georgia Tech—Marshall Davie and Bill Wrye, engineers; Columbia Theological Seminary—Dana Waters, announcer. Another staffman, James Bridges, continuity editor, received his diploma this summer from the U of Georgia.

Arvey Tests on 2

ARVEY Corp., Chicago (R-V Lite glass substitute), on Nov. 1 will start daily participating announcements on KMA, Shenandoah, Ia., and KWTO, Springfield, Mo. Contracts are for eight and 13 weeks respectively. Simmonds & Simmonds, Chicago, handles the account.

HOLMAN DESCRIBES ARMY MANEUVERS

USE OF RADIO by the Army at the recent maneuvers in Northern New York is a timely example of its effectiveness as an advertising medium, Maj. John A. Holman, general manager of KDKA, said Sept. 9 in a speech before the Greensburg, Pa., Advertising Club. Maj. Holman was on active duty at the maneuvers, assigned to the public relations staff, and was in charge of arranging and producing broadcasts originating in the maneuvers area.

Sixty-nine broadcasts were made in all, he told the club, and their effectiveness was praised by Maj. Gen. E. S. Adams, adjutant general of the Army. He quoted the letter sent by General Adams to the NAB [BROADCASTING, Sept. 1].

Maj. Holman described the general plan of the maneuvers. As an example of the tightening of discipline and seriousness of purpose apparent at this year's maneuvers, he told of one occasion when a scheduled speech before the Ogdensburg Rotary Club made him a few minutes late for afternoon parade. In other years, such an incident would have been overlooked, but this time it drew sharp words from the commanding officer. Casting about hurriedly for a campaign hat so that he might take his place, he commandeered the headgear of an unidentified officer who was watching the proceedings. Later, he was dismayed to learn that the unidentified officer was one of the biggest "brass hats" of West Point.

WABC
NEW YORK
50,000 WATTS
CBS

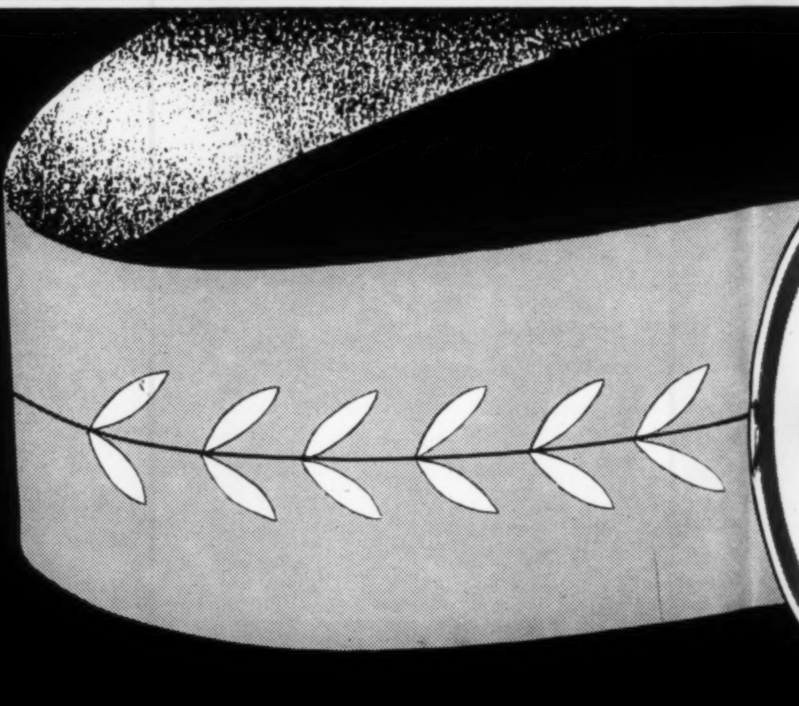
WABC delivers the biggest "local" market in America—a minimum Daytime Primary Listening Area of 50 counties, in five states, with 13,430,000 radio listeners!

CBS

For more information about WABC, inquire of Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N.C., San Francisco, Los Angeles

Key Station of the COLUMBIA BROADCASTING SYSTEM

PUBLIC



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SERVICE

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FIFTY GRAND
IN WATTS

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Reallocation of '41

NEXT MARCH 29, the first continent-wide scientific allocation of broadcast stations becomes effective for North America. It will spell the end of interference from across the international borders because stations of Canada, Mexico, Cuba and the smaller Latin American countries will be allocated to fit the technical pattern of this country.

The FCC, after six months of study, has promulgated the new assignments for stations in this country. Of the total of 862 broadcast stations licensed or authorized, 777 must move to new wavelengths. Clear channels are retained, and rural service thereby is preserved. Only in one or two instances, it seems, do any existing stations suffer. The way is paved, however, for improvements in the assignments of a vast number of stations now on part-time or through power increases.

It is gratifying that the FCC sanctioned the treaty allocations practically as proposed by its Engineering Department. There had been some misgivings about this because of the opposition of certain members to retention of any clear channels. This battle, if a battle there must be, can come after the new allocations become fully effective, and on individual merits.

The treaty upon which the new allocations are based was evolved in Havana on Dec. 13, 1937. The United States delegation, headed by Commissioner T. A. M. Craven, took the iniative. The engineering standards, to which all of the North American nations subscribe, were developed under the able direction of Assistant Chief Engineer Andrew D. Ring. The treaty was a diplomatic triumph as well as an engineering master stroke.

The notorious border stations, blasting into this country on what amount to preempted wavelengths, definitely go by the boards when the treaty becomes operative. Indiscriminate use of frequencies by Cuban stations, which have caused no end of interference with U. S. and Canadian stations, likewise will terminate.

There may be some criticism from stations because of the procedure invoked in promulgating the new allocations. By and large, however, the reaction should be favorable. There will be conflicts here and there which will require rectification. The FCC has established machinery by which these criticisms can be brought to its attention prior to promulgation of the final March 29 list. Viewed in its broadest aspect, the 1941 reallocation can be hailed as the most important basic change in standard broadcasting since its advent twenty years ago.

Good Business

ALMOST ANY point of view can be proved by studying the 1939 balance sheets of the broadcasting industry just completed by FCC accountants. It is certainly true that broadcasting, by and large, is a good business. But it cannot be said that the figures lend credence to any of the fast and loose talk often heard about the business of broadcasting as a gold mine for those fortunate enough to break into the charmed circle of licensees.

The big stations and the vast majority of the regionals and locals, not to mention the networks, are earning a good return on investment, as they must in order to bridge the gap between black and red ink that a sudden shift of a very few commercial accounts could narrow dangerously. Fortunately, during the last few years at least, recognition of broadcasting as a productive medium and increasing demands on its time by sponsors has kept the gap fairly wide for most stations without diminishing radio's public service aspects.

On the other hand, radio has its own ill-fed, ill-clothed third. The FCC's own statistics show that 227 out of 705 commercial stations operated in the red in 1939. Some of these may have been as well managed as the more profitable stations, but were located in bad markets or faced other problems.

On the whole, however, radio certainly is well managed, as the net figures prove. Though it has geared itself to a higher per-capita overhead than perhaps any other industry, its employment statistics show that its 20,000 full-time employes last year received an average weekly paycheck of $45.96 which, according to available Government figures, tops the whole major industrial list. And this despite the fact that one out of every three stations lost money.

Radio can be justly proud of the prudent management that makes profits possible though the average pay scale of the salesman, announcer and engineer, taking the country as a whole, is higher than that of comparable pursuits in other industries—newspaper reporting and advertising soliciting, for example, or airline radio operating. The men behind the mike, the controls and the commercials generally are a well satisfied lot. Not only is their pay good but their work is fascinating. The payroll situation of itself reflects more than cold figures denote; it shows radio management is conscious of the benefits that accrue from satisfied staffs, particularly in a young industry that has burst almost overnight into full commercial bloom.

Winged Time

RADIO regards aviation as a sort of companion industry. Commercial air transportation got its start just about the time commercial broadcasing began to shake off its novelty aspect. All in radio have applauded commercial aviation, with its virile, aggressive leadership. Its progress can be traced almost parallel with radio's unremitting strides toward a position in the forefront of advertising media.

Without in any way deprecating the judgment of aviation's executives, we nevertheless would like to pose one question about their promotional activities. Why don't the established airlines use radio time? As sustaining material, radio has given freely of its time to promote its companion industry. In recent months the airport interview has become a regularly established program feature over a substantial number of stations.

We recall that the railroads for years scorned radio as an advertising medium by invoking passenger association agreements against use of the medium. It was only after the inroads of aviation that many of the railroads began streamlining their operations, and several of the carriers now are using the air.

A number of broadcasters advise that airlines apparently have adopted a similar compact against use of radio, while spending substantial sums in the printed media. We hope this is not so. Certainly these companion industries, mutually dependent upon the air, can work hand in hand toward attainment of greater service and success for which they have fought so valiantly.

History and Radio

HOLLYWOOD has "gone historical" lately in a big way, basing many of its colossals on actual events and characters out of the past. That in itself is no reason why radio should do the same thing, but the fact is that these are days when the popular fancy is turning to history for surcease from the troubled news of the daily headlines. In the literary world the immense current popularity of historical novels has brought forth the term "escape literature."

If literature and the movies find history such a ripe source of material, why not radio? It would appear that radio's idea men, particularly its dramatists, have been remiss in overlooking this vast and immeasurable field. DuPont's *Cavalcade of America*, which returns to the air next fall, has proved that history, especially American history, has all the elements of romance and glamour that go to win and hold audience interest. Moreover, it is solid stuff, interesting alike to young and old.

What could be more fascinating to either the adult or juvenile ear than dramatized stories of George Washington or Benedict Arnold or Andrew Jackson or Sam Houston or Oliver Wendell Holmes senior and junior? Radio is frequently accused of being trivial and banal (justifiably, we might say, in the case of the present plethora of daytime "soap serials" or "washboard dramas"). If serials we must have, and dramatics we will have, a magnificent opportunity awaits someone who will tap the wealth of material readily available from the history books.

We Pay Our Respects To —

WILBUR MORELAND HAVENS

WHAT WAS perhaps radio's first "audience survey", conducted in the workshops of an automotive-ignition and a sideline radio set business back in 1926, resulted in the creation of WMBG, Richmond, by Wilbur Moreland Havens, president and general manager of that station.

As people came into Wilbur Havens' shop to have their "blooper" sets repaired or to buy new ones, he questioned them about their reactions, thereby improvising an "audience survey" long before the phrase became a part of radio's nomenclature. There was a single part-time station in Richmond then, operating at night. As he and his men queried listeners and potential listeners, Mr. Havens, then 30, concluded there was a definite need for a new station in Virginia's capital city, transmitting daytime programs. A license forthwith was procured from the Department of Commerce (before there was a Radio Commission) to place WMBG on the air with 15 watts on 220 meters (about 1363 kc.). The station hasn't been off the air since.

Wilbur Havens will tell you no story about a meteoric rise in radio. He says it was an uphill struggle which lasted over a decade—one which required sacrifice, foresight and hard work. Today WMBG is one of the South's leading stations and is NBC's Red outlet in Virginia's major market. Until 1938 it operated from the Havens & Martin electrical store, then moving into its own building, a showplace in the community.

The story of Wilbur Moreland Havens is that of a typical American. He was born in Richmond in 1896 and has never lived anywhere else. He finished high school at 17, and during his schooling managed to learn some of the intricacies of the "horseless carriage" his father owned. Just as youngsters in this generation turn to radio and aviation, young Wilbur decided to take a fling at the then blossoming automotive industry as one which offered greatest possibilities for young men.

In 1922 Wilbur Havens organized his own automotive electric business and it grew to sizable proportions. He concluded that a knowledge of commercial law would be good insurance in business, so for three years his nights were devoted to study. Then came the blooper stage for radio in Richmond. In due course he became the Philco battery distributor and later took on the Philco socket power receivers which eliminated batteries. That started his "audience survey" and his subsequent entry into radio as a broadcaster.

Through these intimate workshop contacts with the public, Havens became convinced that programs with greatest appeal were not being broadcast. Gradually, operation of WMBG was increased to 17½ hours per day. Public participation programs and special events were scheduled soon after the station began operation.

The automotive business was keeping the broadcasting business going during those years. The station was directly owned by Havens & Martin and is today. Because Mr. Havens felt there was need for an independent "voice" with no political ties or aspirations, and because he held the firm belief that radio eventually would receive from advertisers the recognition it deserved, he allowed the automotive business to "angel" WMBG until it could get on its own feet.

In 1930, WMBG became a part-time affiliate of CBS. In 1932 it procured fulltime status with the network, with the automotive business still paying the freight. Those were tough days, with both businesses facing financial plights. But in 1935 the clouds were dispelled. By the end of the year the station was up in front with a CBS affiliation.

With WMBG in the black for the first time, Mr. Havens launched an expansion program. In 1937 the station switched from CBS to NBC-Red, swapping assignments with WRVA, of the Larus & Bro. Tobacco Co. A new RCA transmitter was installed and power was increased to 500 watts. In 1938 the new WMBG building was dedicated. Today the station operates with 5,000 watts day and 1,000 watts night, and is sailing serenely along under the guidance of its founder-skipper.

On Jan. 19, 1916, Thelma Chewning of Richmond and Wilbur Havens were married. They have two daughters: Phyllis, recently graduated from the College of William and Mary, and Dorothy, now in finishing school. The type of organization maintained by Wilbur Havens is reflected in its personnel. Three department heads have been with the company 12 years. The youngest department head has been with the company five years. There has been very little turnover in the station's personnel.

Hard work took the "playboy" instinct out of Wilbur Havens, if such an instinct ever existed. Among his friends and associates he is regarded as the perfect host. Weekends at "The Haven" on the Rappahannock River provide open house to all of his acquaintances. Employer and employes, business associates, friends and relatives swim, fish and make merry. His hobbies are yachting, fishing, golf and antiques.

Personal NOTES

HENRY M. JACKSON, Northern Division sales manager for CBS Pacific Network, was to leave San Francisco Sept. 15 to join Radio Sales in Chicago as Eastern representative of the CBS Pacific Coast chain. Art Kemp, sales manager of the CBS Pacific Coast network, is on a six-week business trip to the East. Lincoln Dellar, general manager of KSFO, San Francisco affiliate of CBS, also left recently for a business trip to the East coast.

TOM ODELL, supervisor of subsidiary hookups in the commercial department of the Canadian Broadcasting Corp., Toronto, on Sept. 6 underwent an emergency appendectomy.

JENNINGS PIERCE, who has directed agricultural and educational programs for the NBC western division for the last nine years, on Sept. 6 received an Honorary State Farmer award from the Future Farmers of America at the California State Fair, Sacramento. Julian A. McPhee, chief of the State Bureau of Agricultural Education, presented the symbolic golden key to Pierce during a special broadcast on NBC-Blue.

MYRON FOX, sales director of KDYL, Salt Lake City, recently won first place in the five-gaited class of the annual Logan Horse Show with his horse, Chico Prince.

ROONEY PELLETIER, Canadian Broadcasting Corp. producer at Montreal, has left for Great Britain to join the CBC Overseas Unit in charge of CBC's special events director, Bob Bowman.

BERTRAM CUTLER, RCA director, was elected to the board of directors of NBC at its regular monthly meeting on Sept. 6. Mr. Cutler is also a director of the Equitable Life Assurance Co., Merchants Fire Assurance Corp., Chase National Bank and New York Central Railroad.

GEORGE FIELD, former Eastern sales manager of Radio Transcription Co. of America and recently commercial manager of WBTH, Williamson, W. Va., has been appointed sales manager of WARM, Scranton, Pa., succeeding Lou Poller, according to Martin F. Memolo, president of the station. Mr. Memolo also announced appointment of Hal Barton, formerly with WIP, Philadelphia, and WTNJ, Trenton, as program director.

ALFRED J. McCOSKER, chairman of the board of MBS, has been selected as chairman of the radio activities of the Advertising Club of New York which starts its fall meeting on Sept. 19. As a new policy this year, the club will present the third Thursday of each month "the most outstanding personality in the news", starting Sept. 19 with Louis Valentine, vice-president of Grant Adv. Agency, of New York and Chicago, who is currently conducting the well-known *Dr. I. Q.* program on NBC-Red from the Capitol Theatre, New York.

GEORGE CRANDALL, CBS field representative for two years, has been appointed assistant publicity director of the network under the direction of Louis Ruppel, CBS publicity director. Mr. Crandall is currently touring the country to publicize CBS' fall programs.

PAUL WHITE, CBS director of public affairs, on Sept. 16 will be guest speaker on how "Radio Covers the War" on *Columbia's Lecture Hall*.

ROBERT T. SWAINE, New York attorney, recently was elected a member of the board of Westinghouse Electric & Mfg. Co. He is a member of the law firm of Cravath, de Gersdorff, Swaine & Wood, a director and counsel of the board of the Chicago, Milwaukee, St. Paul & Pacific Railroad, a director of the Legal Aid Society and the Travelers Aid Society, and vice-president of the Association of the Bar of the City of New York.

SIDNEY N. STROTZ, vice-president and general manager of NBC Central Division, on Sept. 6 was host at a dinner for representatives of Miles Laboratories (Alka-Seltzer), Wade Adv. Agency, and principals in the *Alec Templeton Time* show which returned to the NBC-Red network on that date.

FRED FIELDING, research sales manager with Ross Federal Research Corp., has joined the sales staff of WFIL, Philadelphia. He formerly was radio department head for N. W. Ayer & Son in New York.

GERRY GAETZ, manager of CKCK, Regina, Sask., on Aug. 2 secretly married Frances Sullivan, of Regina, at Swift Current, Sask.

G. RICHARD SHAFTO, general manager of WIS, Columbia, S. C., is convalescing after an appendectomy Aug. 30.

BOB GOODMAN, formerly in advertising with Los Angeles newspapers and a radio writer, has joined the sales staff of KROW, Oakland, Cal.

CHARLTON B. GENNET, Tulsa, new to radio, has joined the sales staff of KRIC, Beaumont, Tex.

JIM TURNER, director of WLBJ, Bowling Green, Ky., is the father of a boy born late in June.

WILLIAM K. McDANIEL, formerly of WMPS, Memphis, and prior to that with NBC, New York, has joined the KMPC, Beverly Hills, Cal. sales department.

MAJOR W. C. MacINTOSH of CKY, Winnipeg, sales staff, is second in command of a Canadian army training camp at Brandon, Man.

BOB BOWMAN, Canadian Broadcasting Corp. special events chief, and in charge of the CBC Overseas Mobile Unit in Great Britain, was in Canada on a surprise visit early in September.

C. F. SMITH has joined the commercial department of KVFD, Fort Dodge, Ia.

C. O. PICKREM, who entered radio six years ago as an operator at CKCR, Kitchener, Ont., has been named supervisor of CFCH, North Bay, Ont. Mr. Pickrem has been associated with various Canadian stations in both announcing and sales capacities, including CKPC, Brantford; CJCS, Stratford, and CJKL, Kirkland Lake.

M. J. HARRISON, formerly of WLW, Cincinnati, has joined the sales staff of WNBC, New Britain, Conn.

ALVA GREGORY, from Fresno State College, has joined the commercial staff of KARM, Fresno, Cal.

GORDON MARSH, recently appointed managing director of Artransa, Sydney, Australia, recording and program service, has joined the Australian Navy.

IRVIN GROSS, sales and promotion manager of WFAA-WBAP-KGKO, Dallas-Fort Worth, and Mrs. Gross are the parents of a girl born Sept. 4, their second daughter.

CHNS Manager Called

JOHN CLARE, who has been manager of CHNS, Halifax, since the outbreak of war when Maj. William Borrett was called to active service, has gone overseas as second lieutenant in a replacement unit of Canada's Active Service Force. His place is being taken by John Redmond, who will be acting manager. Mr. Redmond was formerly with the Canadian National Railways, and has been doing part-time work for CHNS for some months.

N. L. NATHANSON, Toronto, vice-chairman of the Canadian Broadcasting Corp., and motion picture executive, has donated to the Royal Canadian Air Force training center at Trenton, Ont., a sports and recreation center including two football fields and a grandstand seating 600.

BEHIND the MIKE

RAY BUFFUM, formerly producer of the Hollywood shows, *Big Town* and *Al Jolson Show* for Lever Bros., has joined WKY, Oklahoma City, as program director. Dale Simpson, formerly with the *Daily Oklahoman*, have joined the WKY news staff.

COLE McMARTIN, news commentator of KVFD, Fort Dodge, Ia., on Aug. 31 married Dorothy Cannon in the Little Brown Church in the Vale.

PAUL MINER, formerly of KSO-KRNT, Des Moines, has joined the sports staff of KVOO, Tulsa.

HOMER HURD has joined the announcing staff of KSCJ, Sioux City, Ia.

SYDNEY MOSELEY, British author, journalist and lecturer, on Sept. 9 returned to WMCA, New York, after a brief vacation to continue his five-weekly program of interpretations and comments on news.

EDWIN P. CURTIN, formerly news editor of NBC's New York press department and recently in charge of radio publicity for the New York World Fair, on Sept. 10 joined the publicity staff of BBDO, New York, to handle publicity on the *Cavalcade of America* series, sponsored by E. I. DuPont de Nemours & Co.

TOM MOORE, announcer of WBIG, Glenside, Pa., is recovering from head injuries resulting from an automobile accident.

WALTER B. HAASE, program manager of WDRC, Hartford, Conn., is the father of a boy born recently.

KOIL

Basic Columbia

For the Omaha Market

and

KFAB

Basic Columbia

For the rest of Nebraska

ANNOUNCE
AFTER SEPTEMBER 15th
these stations will be represented by
EDWARD PETRY & CO., INC.

KOIL
OMAHA

CENTRAL STATES
BROADCASTING SYSTEM
Don Searle, *Gen. Mgr.*

KFAB
LINCOLN

Omaha National Bank Bldg.

Youngest Again

REVIVING the "youngest announcer" controversy, WALA, Mobile, Ala., has entered as its candidate Al Holman, recent graduate of Mobile High School. Although he is only 17, WALA claims his voice and delivery bespeak a person in the mid-twenties.

DAVE GARROWAY, special events announcer of KDKA, Pittsburgh, on Sept. 13 joined the NBC announcing staff in Chicago. Garroway, who started in radio as an NBC page boy, has been with KDKA for two and a half years. He was awarded the 1939 H. P. Davis Memorial Announcers' Award.

EDWARD BARRY, formerly of WNBZ, Saranac Lake, N. Y., has joined WMFF, Plattsburg, N. Y., as sports editor.

RALPH KANNA, formerly of WELI, New Haven, and WOKO, Albany, has joined WNBC, New Britain, Conn., as program director.

JOHN MacDONNELL, announcer of KLS, Oakland, Cal., and Loise Pearce, formerly of Spokane, were married recently.

CLEVE CONWAY, who joined the announcing staff of NBC, Chicago, in April to augment the staff during the summer, has been appointed to a permanent post.

VIRGINIA VERRILL, staff singer of NBC, Chicago, on Sept. 11 was married to James Breyley, Chicago band representative.

PAUL MOSELEY, recent addition to the sports staff of KFJM, Grand Forks, N. D., on Aug. 31 married Alice Lewis of Minneapolis.

STEELE McCLANAHAN, formerly of WCMI, Ashland, Ky., has joined the announcing staff of KFRO, Longview, Tex., succeeding Jerry Doggett, who has joined KELD, El Dorado, Ark.

JULIUS J. COLBY, formerly dramatic and motion picture critic of the Ridder newspapers, has been appointed dramatic editor of WMCA, New York.

VINCENT CONNOLLY, MBS announcer, is handling the *Wythe Williams'* twice-weekly series on MBS, which started Sept. 10 under sponsorship of American Safety Razor Co., Brooklyn, for Star and Treat razor blades.

DOUGLAS BROWNING, NBC announcer, on Sept. 3 became the father of a 9 pound, 3 oz. girl, Patricia May.

MALCOLM McCORMACK, announcer of WBZ, Boston, is the father of a boy born Sept. 10.

SID REID, saxophone soloist in Bob Strong's orchestra, heard on the NBC-Red *Uncle Walter's Doghouse* program, is in St. Luke's hospital, Chicago, recovering from a skull fracture and other injuries suffered in an auto accident.

GERALD HOLLAND has resigned from the NBC script division to freelance. He will continue to write the *Canadian Holiday* series of travel programs sponsored by the Canadian Railway Assn. on the Blue.

ALFRED W. CRAPSEY, of KOA, Denver, recently became engaged to Eddye Duvall.

PAULINE LAUBER, Hollywood secretary of Radio Writers Guild, and Aubrey I. Finn, attorney for that group, were married Sept. 6.

JACK CLARKE, KMO, Tacoma, traffic department manager, and June Dunning have announced their engagement.

Meet the LADIES

MRS. MART ADAMS

SIX-MILLION words of copy in ten years is just one of Mrs. Mart Adams' outstanding feats. She presides over the modern kitchen in the studios of WKY, Oklahoma City, where as "Aunt Susan" she guides Southwestern women along the paths of better homemaking. She is radio's most traveled woman, having journeyed over 100,000 miles on assignment, doing cookery research in France, England, Mexico, Alaska, as well as in every important city in America. Her Annual Cooking School, started in 1933, has thus far drawn over a quarter-million housewives and experts. She has the biggest library of cook books and recipes in the country, draws 7,000 letters a year, each of which she personally answers; does a quarter-hour daily on WKY; handles a column daily and Sunday for Oklahoma City's *Oklahoman-Times*. Career started when Walter Harrison, managing editor of the papers, read a letter describing cake-making process to an old maid professor of zoology. That was in 1928. His judgment was upheld when same old maid baked her first cake by the letter and won cake baking prize in faraway Oregon's State Fair.

RAYMOND KENNEDY, formerly chief announcer of WRUF, Gainesville, Fla., on Sept. 1 joined the announcing staff of WRVA, Richmond. He succeeded Park Simmons, who left WRVA to join the staff of WCKY, Cincinnati. Davie Russell, WRUF sports announcer, also recently joined the announcing staff of WFAA, Dallas.

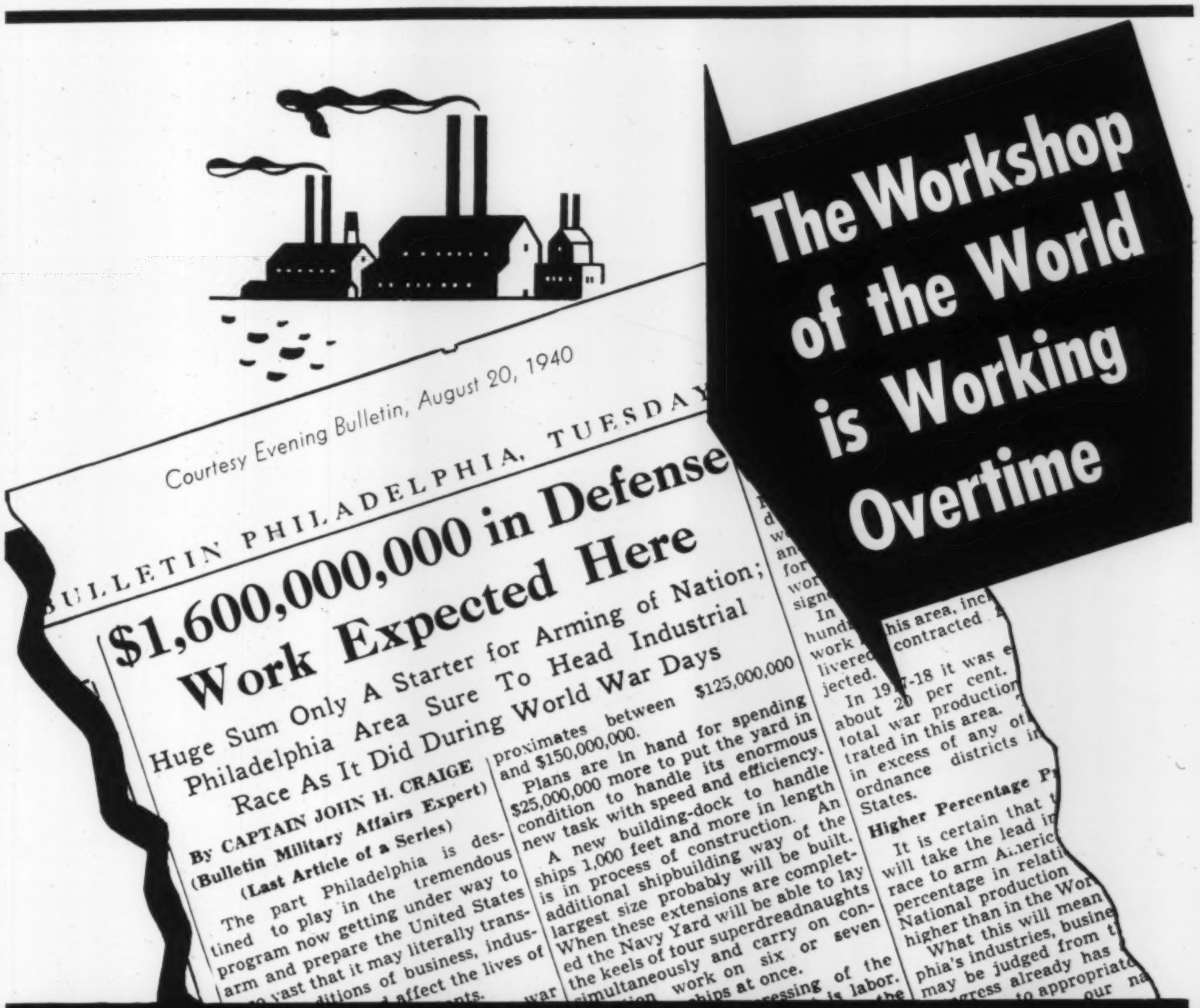
JOHN BYRNE, formerly of WCLS, Joliet, Ill., has joined the continuity staff of WIBC, Indianapolis, succeeding Johnny Miller, now free-lancing.

JIMMY BARBER, program director of KGVO, Missoula, Mont., is the father of a boy born late in August.

WOODY WOODS, publicity director of WHO, Des Moines, on Sept. 3 was elected to serve the unexpired term as vice-president of the Advertising Club of Des Moines.

A. B. CARROLL, formerly of KFDM, Beaumont, and KPAC, Port Arthur, has joined the announcing staff of KRIC, Beaumont, Tex.

A. M. WOODFORD, production director of WBAP-KGKO, Fort Worth, was married to Gwendolyn Poff, of Fort Worth, non-professional.


The Workshop of the World is Working Overtime

Courtesy Evening Bulletin, August 20, 1940

ULLETIN PHILADELPHIA, TUESDAY

$1,600,000,000 in Defense Work Expected Here

Huge Sum Only A Starter for Arming of Nation; Philadelphia Area Sure To Head Industrial Race As It Did During World War Days

By CAPTAIN JOHN H. CRAIGE
(Bulletin Military Affairs Expert)
(Last Article of a Series)

The part Philadelphia is destined to play in the tremendous program now getting under way to arm and prepare the United States vast that it may literally transditions of business, indusaffect the lives of ents.

war

$125,000,000 proximates between $125,000,000 and $150,000,000.

Plans are in hand for spending $25,000,000 more to put the yard in condition to handle its enormous new task with speed and efficiency.

A new building-dock to handle ships 1,000 feet and more in length is in process of construction. An additional shipbuilding way of the largest size probably will be built. When these extensions are completed the Navy Yard will be able to lay the keels of four superdreadnaughts simultaneously and carry on work on six or seven ships at once.

essing of the is labor. the

his area, inc contracted jected.

In 19 -18 it was e about 20 per cent. total war production trated in this area. in excess of any of ordnance districts i States.

Higher Percentage P

It is certain that will take the lead in race to arm Americ percentage in relati National production higher than in the Wor What this will mean phia's industries, busine may be judged from t gress already has to appropriate our na

More jobs — more spendable income — more purchasing power for metropolitan Philadelphians. Get your share of this business upswing; make your advertising dollars work overtime — sell through —

WCAU

THE ONLY STATION THAT COVERS THE PHILADELPHIA MARKET AREA COMPLETELY.*

50,000 WATTS—CLEAR CHANNEL
COLUMBIA BROADCASTING SYSTEM.

**Details in WCAU's new booklet "Coverage and Listeners." Copy mailed on request.*

BILL DURBIN, announcer of WEW, St. Louis, has been assigned the role of narrator during the presentation of *St. Louis Cavalcade* at the Municipal Auditorium. Durbin won the three-week assignment after competitive auditions with other St. Louis studio announcers.

BILL OATES, new to radio, has joined the announcing staff of WLBJ, Bowling Green, Ky.

W. H. HARDY Jr., formerly of KMTR, Hollywood, and Radio News Reel, Washington, D. C., has joined the California State Highway Patrol station KADJ, at Sacramento.

TOM KRTISER, of the merchandising department of KGNC, Amarillo, in mid-September entered Texas U at Austin as a junior.

CHARLEY WORCESTER, farm service director of WNAX, Yankton, S. D., who for the second consecutive year has been main speaker at the Sioux Indian Fair, held annually at Rosebud, S. D., recently was honored by being named a Sioux chief.

COSETTE MERRILL, formerly of WBEN, Buffalo, and WWJ, Detroit, has joined WBZ, Boston, conducting the daily *Shopping With Cosette* feature.

No Cooperation

JOHN TANSEY, *Farm Hour* announcer of WRUF, Gainesville, Fla., recently was handling a remote pickup from the Southern part of the State. Out of a crowd of about 300, Tansey happened to pick a deaf woman for his interview. He ended up by answering his own questions as well as asking them.

HAL MOON, formerly chief announcer and news editor of KGVO, Missoula, Mont., has resigned to become editor of *Western Livestock Reporter*, Spokane, new weekly publication serving the livestock industry of the Northwest.

EDWARD FITZPATRICK Sr., musical director of KYA, San Francisco, is confined to his home with pneumonia.

JACK LEWIS, for three years program director of KARK, Little Rock, has been named program director of WALA, Mobile, Ala.

JULIAN FLINT has been named chief announcer of WATL, Atlanta. Other departmental changes include Barney Oakes, special events director; Jacqueline Jones, continuity editor; Ernest Ford, music librarian; Allan Parks, sound technician.

THOMAS D. RISHWORTH, educational director of KSTP, St. Paul, has been reappointed vice-chairman of radio for the U. S. Chamber of Commerce. John J. Gillin Jr., general manager of WOW, Omaha, is chairman.

ROGER BROWN, formerly of WXYZ, Detroit, has joined the announcing staff of WHK, Cleveland, handling a series of nightly newscasts sponsored by Pilsener Brewing Co.

JOHN GUILD NESBITT, who for the last few months has served as foreign language consultant to NBC Chicago announcers, on Sept. 7 married Barbara Trump. Mr. Nesbitt has accepted the post of assistant professor of romance languages at Grove City College, Grove City, Pa.

RUSSELL SCOTT, staff producer of the Australian Radio Commission, has resigned to join Macquarie Broadcasting Services, Sydney, in a similar capacity. E. Mason Wood, producer, has been promoted to production manager of the network.

BROTHERS under the pink and blue are the members of this trio of collegiate alumni on the staff of WJR, Detroit. All three are members of Phi Delta Theta, national collegiate fraternity, and here they're not exchanging the grip or password but only smiling at the kindly fate that drew them together at WJR—(l to r) Bob Rains, of the U of Virginia, assistant to the WJR advertising manager; Jack Garrison, U of Missouri, announcer; Neal Tomy, Northwestern U, radio veteran of almost 19 years.

WAYNE CODY, the Uncle Wip for the kiddie shows on WIP, Philadelphia, returned to the air Sept. 9 after recovering from a broken arm and brain concussion, the result of an auto accident Aug. 28 during his return from the annual Uncle Wip picnic for listeners at Riverbeach Beach, N. J.

BROOKS HENDERSON, newscaster and announcer of KSTP, St. Paul, is the father of a boy born recently. Paul Presbrey, KSTP news reporter, also is the father of a boy.

JOE ALVIN, NBC Hollywood, press representative, and Judith Brown, of Nogales, Ariz., were married Aug. 31.

NAT HIKEN, Hollywood radio writer, having completed a Warner Bros. film assignment, will join the script staff of the CBS *Fred Allen Show*.

CHARLES VANDA, CBS western division program director, Hollywood, is currently in New York. He will return in early October.

EDDIE CHASE, well-known to Chicago radio for his *Make Believe Ballroom* heard on local stations, is conducting a similar show, *Platter Chatter*, on WIND, Gary, Ind.

KAY THORNE, who came to Atlantic City with the Mae Desmond dramatic players, stayed behind at the conclusion of the summer season, joining WBAB, that city, as women's page and amusement announcer.

BERT KALMER, Hollywood writer, on a short-term deal, has joined the script staff of the NBC *Chase & Sanborn Show*.

TED LENZ recently joined the staff of KSAN, San Francisco, as newscaster.

ALEXANDER McQUEEN, news commentator on WGN, Chicago, for Old Ben Coal, and on WBBM, Chicago, for Johnson's Wax, has had recent talks reprinted in the *Polish Daily Zgoda* and the Salvation Army's *War Cry*. In one broadcast he discussed the Polish situation, and in the other his acquaintance with Gen. William Booth.

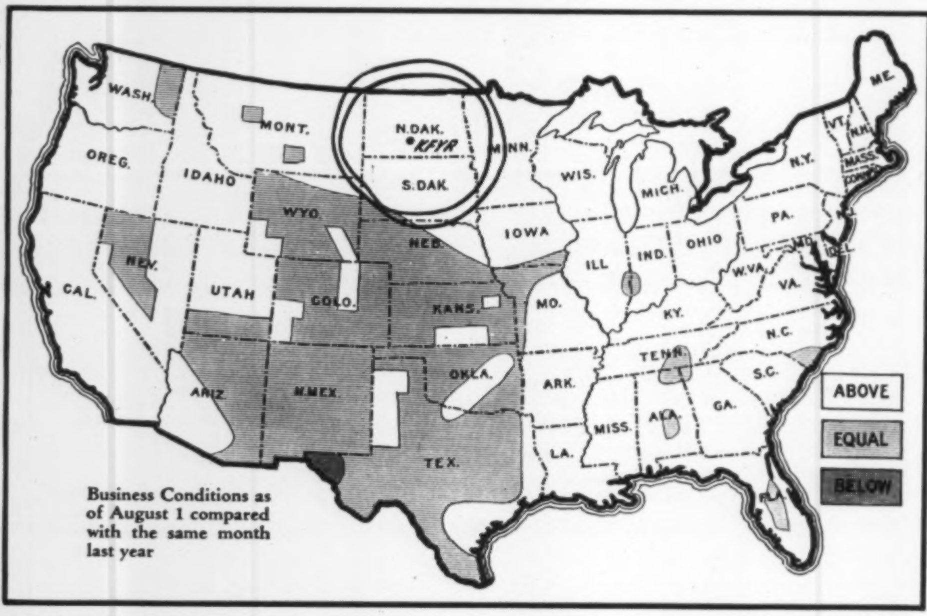
PAUL C. MASTERSON, for the last four years senior announcer of KGER, Long Beach, Cal., has joined the announcing staff of KOY, Phoenix, Ariz.

BETTY BISSONET, formerly secretary to Alec Templeton's manager in Chicago, has joined the secretarial staff of WEBC, Duluth.

STANLEY CROSS, formerly of KGEK, Sterling, Col., has joined the announcing staff of KGNF, North Platte, Neb.

JON SLOTT, Hollywood writer of *Where & When*, sponsored by Union Oil Co. on 13 NBC-Pacific Red stations, is on a six-week leave because of ill health. Ted Sherdeman of the network's staff and Carroll Nye, Lord & Thomas writer, are collaborating on the scripts.

Business is good in the
KFYR *Area*



Business Conditions as of August 1 compared with the same month last year

KFYR primary coverage superimposed—Map Courtesy Nation's Business

Let us sell your story

KFYR

Meyer Broadcasting Co.
BISMARCK, N. DAKOTA

National Representatives: John Blair & Co.

QUICK! GET IN ON

"TOUCHDOWN TIPS"

Here's an outstanding recorded football program for the Fall season! Forecasts each week's major games in all sections.

Conducted by Sam Hayes, one of the country's ace sports commentators, "Touchdown Tips" is a 15-minute program that will select winners, forecast scores, and bring listeners interesting football highlights throughout the coming season.

As a network feature, this program is already sold in 7 western states. It is now available as a 13-week NBC recorded program for the rest of the country. *First program will predict football results for Sept. 21st week-end.*

Based on the All-American Gridiron Index, which *for 9 years has picked 80% winners*, the accuracy of the predictions of "Touchdown Tips" will win and hold a large audience.

Yet the cost of this timely, quality feature is amazingly low.

But act quickly! There isn't much time left to get in on this "line-smashing" buy. Program is subject to prior sale and availability. Wire nearest NBC Radio-Recording Division office for details.

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Building, Radio City, N. Y. • Merchandise Mart, Chicago • Sunset and Vine, Hollywood

In the
Intermountain
Market
consistently
larger audiences
naturally follow
the lively
SHOWMANSHIP
of
KDYL
The
POPULAR Station
Salt Lake City
NBC
RED
NETWORK
National Representative:
JOHN BLAIR & CO.

NELSON OLMSTED, announcer of WBAP, Fort Worth, on Sept. 23 will join NBC in Chicago to present a network series, *World's Greatest Short Stories*. Olmsted has produced the same series on WBAP since 1939.

AL JENNINGS, formerly of WBHP, Huntsville, Ala., has joined the announcing staff of WSIX, Nashville. He succeeds Ed Mullinax, who joined WHMA, Anniston, Ala., as program director.

DOROTHY HAYDEN, for eight years in New Zealand radio, has joined the NBC Hollywood music rights department.

JOHN WHITAKER, sports editor of the *Hammond Times*, will handle a 30-week schedule of sports broadcasts on WJOB (formerly WWAE), Hammond, Ind. WJOB during the fall and winter will carry 30 consecutive weeks of play-by-play sports coverage, including football and basketball. Whitaker will handle all the broadcasts, as well as conduct a thrice-weekly sports roundup on the station.

MRS. FRANCES FARMER WILDER, CBS Pacific Coast educational director, will instruct a class in radio management and technique at the U of Southern California extension division. Clinton Jones, of the network's news bureau, will again conduct a course in radio script writing.

CECIL WOODLAWN, formerly a free lance writer, has joined the continuity staff of WTRY, Troy, N. Y.

SHIRLEY LAUTER, assistant publicity director of Don Lee Broadcasting System, Los Angeles, and David Horton, beverage company executive, were married Sept. 7 in Glendale, Cal.

JOSE RODRIGUEZ, KFI-KECA, Los Angeles, is editor of the newly-published 500-page book, *Music & Dance in California*.

HARRY BRIGHT, continuity chief and sportscaster of WGBR, Goldsboro, N. C., also has been named chief announcer of the station, succeeding Jan King.

JIMMY WALLINGTON, Hollywood m. c. of the CBS *Texaco Summer Theatre*, leaves the West Coast for New York Sept. 27 following the final broadcast.

RUTH LYONS, conductor of the *Woman's Hour* on WKRC, Cincinnati, has been placed in charge of the station's newly created women's department.

CARL HOFF, musical director of the CBS *Al Pearce Show*, sponsored by R. J. Reynolds Tobacco Co., has taken over a similar assignment for the Los Angeles County Fair Sept. 13-29.

BOB PERRY, formerly in the production department, has been named program director of KDB, Santa Barbara, Cal.

Cantor Names Cast

CAST for the new *Eddie Cantor Show*, which starts Oct. 2 under sponsorship of Bristol-Myers Co., New York (Ipana, Sal Hepatica), on 65 NBC-Red stations, Wednesdays, 9-9:30 p. m. (EST), has been completed. Besides Cantor, personnel will include Ray and Davis, comediennes recruited from the Broadway show, "Strawhat Revue"; Dinah Shore, formerly vocalist with Ben Bernie; Tommy Mack, comedian. Bobby Sherwood will have the orchestra. The glee club will be directed by Edgar Fairchild. Vick Knight is to produce the series, with Harry Von Zell handling commercial announcements. First 13 programs will originate from New York and then shift to Hollywood while Cantor works in another M-G-M musical film. Agency is Young & Rubicam, New York.

CHEERS of his WIBW confreres lighted the way for Edmund Denney, blind tenor of the Topeka station, as he embarked for Los Angeles to appear Sept. 6 as guest on the *Al Pearce* CBS program. Behind him is Mrs. Denney, with Maudie Shreffler, WIBW music director (below) holding an armful of presents. Denney has been at the station since 1935. Besides singing he plays the piano, guitar, writes legibly and typewrites. Letters from his fans persuaded Pearce to put Denney on the program.

Hackett Appoints Trio To Sales Staff of WINS

CONTINUING the reorganization of WINS, New York, begun last month by Cecil Hackett following his appointment as managing director of the station and the New York Broadcasting System [BROADCASTING, Sept. 1], three additions have been made to the station's sales staff: John M. Sayre, who rejoins WINS after an interval during which he joined the sales staff of WNEW, New York, and served as sales director of WTNJ, Trenton; Stanley G. Barnett, formerly with Kelly Springfield Tire Co. and B. F. Goodrich Rubber Co., and William von Zehle, previously radio director at Consolidated Radio Artists and before that on the radio staff of Music Corp. of America, preceded by varied station experience at WNEW and WHN, New York, and WHAM, Rochester.

Albert A. Grobe has been named manager of the New York Broadcasting System, in which capacity he will serve as an executive assistant to Mr. Hackett as well as continuing in his present post of traffic manager of WINS.

Bernard Estes, veteran newspaperman whose experience includes four years with the Associated Press in Europe, service as managing editor of the *Easton* (Pa.) *Morning Free Press*, and more recently editorial director of the Caslon Publication Service, has been appointed news editor and publicity director of the station. Estes also writes and conducts the weekly *Copy Desk* broadcasts on WINS.

KTSM Now a Regional

SHIFTING from local to regional status, KTSM, El Paso, Tex., is now operating with 500 watts on 1350 kc. The station, managed by Karl O. Wyler, has installed a new RCA 1-E transmitter and a 315-foot Truscon vertical radiator at its new site on the outskirts of El Paso. Heretofore the station, an NBC outlet, has operated on 1310 kc. with 250 watts.

PROGRAM SUCCESS

AT WWJ, DETROIT

—based on the Novachord's versatility . . . compact size . . . convenient portability!

Every noon, 12 to 12:15, Monday through Friday, in Detroit, you can hear the "Old Dean" at the Novachord of WWJ, in his popular program of music and homey philosophy.

Success of the program is shown by two important, convincing facts: (1) Sponsor of the program, Sam's Cut Rate, Inc., has just renewed; (2) Requests for the "Old Dean" to make personal appearances are growing continually.

To meet these requests—from school, church and civic organizations—the sponsor sends a Novachord in a streamlined trailer with the "Old Dean" on his personal appearances. After traveling almost constantly for more than two months, this Novachord has required no service or repair of any kind!

You can build new program successes ...with the amazing, appealing Hammond Novachord. You can put the Novachord to work now on your present programs... adding the tremendous news value of this newest kind of music for radio.

See the Novachord. Hear it. And try it! Discover that it's easy to play . . . that you play it as you would a piano—on a regular keyboard! See how you merely turn the Tone Selectors to bring in musical effects of violin, flute, 'cello, guitar—and dozens of other astounding instrumental voices!

Ask your nearest Hammond dealer about the Hammond Novachord for your programs. Or, for more information, write to: Hammond Instrument Co., 2989 N. Western Avenue, Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

HAMMOND ORGAN STUDIOS
New York—50 West 57th Street
Los Angeles—3328 Wilshire Boulevard

You play the Novachord as you would a piano—on a conventional keyboard. Then—turn the Tone Selectors, to bring in musical effects of string quartette, muted trumpet, English horn and dozens of other instrumental voices.

At the Novachord of WWJ, the "Old Dean" appears for his program of music and homey philosophy 12 to 12:15 Monday through Friday.

THE OLD DEAN
SAM'S
CUT RATE
THE OLD DEAN
WWJ
12 NOON

Everywhere the "Old Dean" goes, the Novachord is sure to follow in this streamlined trailer . . . to let the world's most versatile musical instrument build good will for Sam's Cut Rate, Inc.

The NEW Idea in music—by the Makers of the Hammond Organ!

See . . . Hear . . . Play **THE HAMMOND Novachord**

at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York

IT'S 50,000 WATTS FOR R

. . and it's a Westinghouse HG-50 for high efficiency transmission!

Congratulations to Station WPTF on its new 50 kw construction permit! Advertisers will welcome this added power in covering the largest trading area between Baltimore and Atlanta. Listeners will welcome the high quality transmission of the Westinghouse HG-50 Transmitter which has already won national acclaim in Stations KDKA and WBZ.

WITH THESE OPERATING ADVANTAGES:

- Air-cooled tubes in all stages.
- Extremely low operating costs.
- Metal rectifiers throughout, except main high voltage rectifier.
- Inductive neutralization of the power amplifier.
- Equalized feedback.
- Compressed gas condensers.
- Complete elimination of fuses.
- Spare rectifier tube at operating temperature.
- Ease of adjustment.
- Unit construction throughout.
- Full automatic control.
- Relatively low plate voltages.
- Conservative operation of all tubes.

Owners and operating personnel will welcome the operating economy and the convenient simplicity of the new equipment.

This new 50 kw transmitter has been developed out of close experience with broadcast requirements since the earliest days of radio broadcasting. As operators of leading stations and as builders of radio equipment we know what commercial broadcasting needs—and this new 50 kw transmitter sets a new standard of efficiency, economy, and accessibility.

For detailed information about this equipment—or regarding the complete service which we can render to radio stations—call your nearest Westinghouse office.

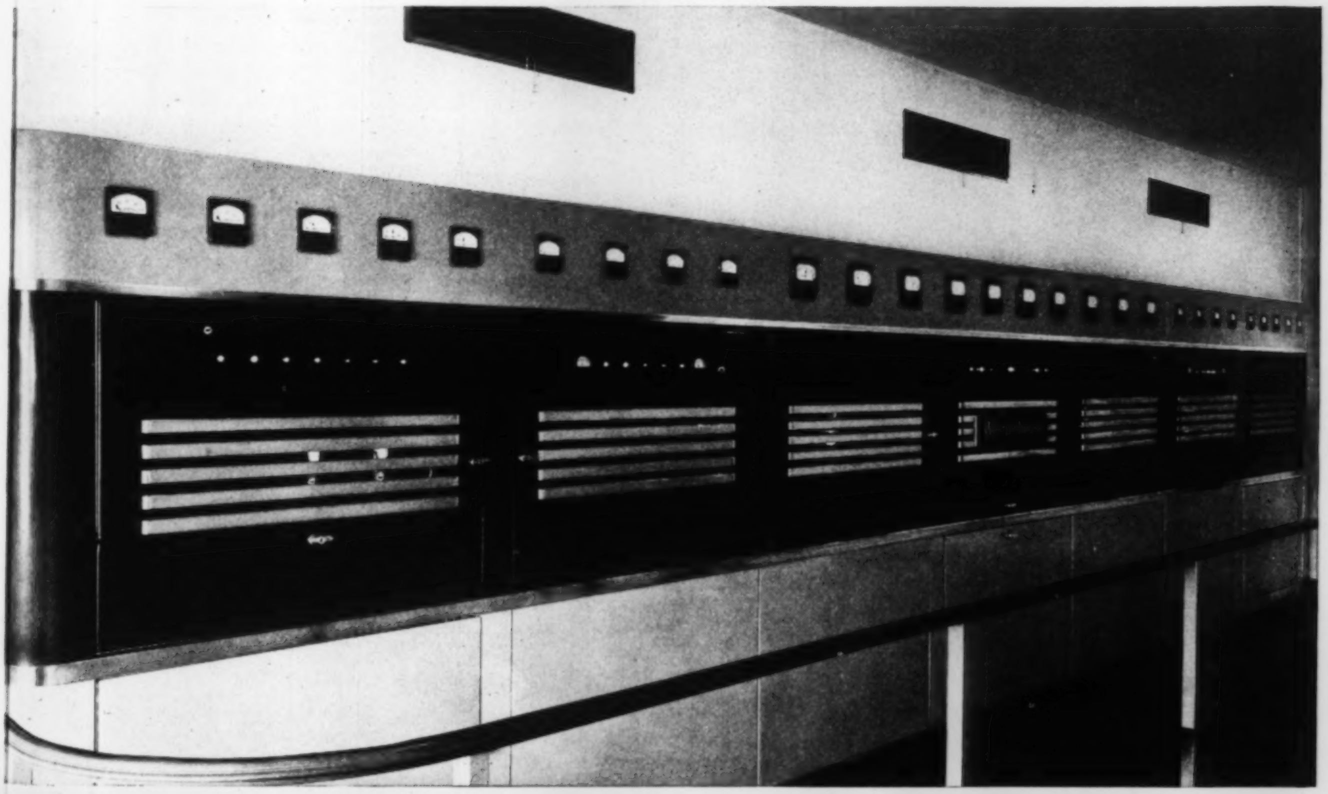
Tune in "Musical Americana," N. B. C. Network, coast-to-coast, every Tuesday evening.

J-08025

Westinghouse

R RALEIGH'S WPTF!

Illustration shows typical 50 HG installation of seven cubicles placed side by side to form a single attractive unit. WPTF's new 50 kw transmitter will consist of nine cubicles arranged to form a U. The two additional cubicles house the rectifier and antenna phasing equipment.



Broadcast Equipment

Columbia U Courses

A NEW radio course, the Production of Radio Programs, is being introduced this fall by Columbia U extension division. Classes will be held Monday evenings, beginning Sept. 30. Students will have a chance to perform in, and direct, rehearsals of varying types of scenes and sketches, which will be recorded for detailed analysis. The university also offers a course on Radio Writing, with classes on Tuesday evenings, beginning Oct. 1. Both courses include visits to network programs, and occasional guest lectures by persons prominent in radio. The courses are conducted by Erik Barnouw, author of the recent CBS series, *Pursuit of Happiness*.

EXCLUSIVELY FOR THE LADIES

Mere Male Ignored by San Francisco Station, Which Now Caters to the Buying Sex

"LADIES preferred" is the new slogan at KSAN, San Francisco, which has just adopted a new policy whereby it caters to women listeners exclusively, 24 hours a day, seven days a week. The word "gentlemen" appears nowhere on KSAN programs. It's "good morning, ladies" or "good evening, ladies".

Lou Keplinger, manager, who is responsible for the innovation, claims that women have their own magazines, their own clubs and own Shopping News—and now they have their own station.

Everything at KSAN is pointed to a woman's angle. Women listeners have been invited to write in the program ideas and services that would best appeal to the feminine ear. The ladies snapped at this opportuntiy, according to Mr. Keplinger. Mail poured into the station. Many of the suggestions will be adopted. Plans include a number of new programs to be developed gradually which will hold the interest of the feminine portion of the air audience.

All KSAN announcers have been given orders to address themselves at all times to the women. Mr. Keplinger, who has been in radio 15 years, believes never before has radio been exclusively programmed to women listeners. He is of the opinion that the constant query of agencies and advertisers to small stations in metropolitan areas—"why should we use your station?" will be answered by his new policy. "After all, women buy 85% of all merchandise sold," he reminds.

Men? The KSAN boss says they have more male listeners than ever before. They're just naturally inquisitive.

Iowa Session to Discuss Radio Problems in State

DEALING with radio problems through demonstrations and discussion groups, the first annual Iowa Radio Conferences will be held Oct. 17-19 at the State U of Iowa, Iowa City. At the time of the conference, the university-operated WSUI will dedicate its new studio building on the campus. H. Clay Harshbarger is chairman of the conference.

Among problems set for discussion on the conference agenda are: Building the radio audience, scripts, producing dramatic programs, planning musical programs, discussion programs, utilization in the classroom, news broadcasting, organization programs, training for radio in college, agricultural broadcasting.

Arranging for Radio

A SYSTEM of arranging has been devised by Frank Marsales, Hollywood, which he declares recognizes and compensates for overtones, not only as they exist in actual performance, but as picked up by the microphone.

WHEN the Rochester jiu-jitsu expert, Jack Wernz, was recently interviewed by WHAM, Announcers Al Sisson (with mike) and Bill Rogers on the fine points of the oriental art of self defense, things took a decided turn for the worse for Rogers as Wernz decided to prove that a man's noggin could be turned completely around without disastrous results.

All-American

PATRIOTIC from beginning to end is WOR, New York, which has been signing on and off the air with "The Star Spangled Banner". Looking for an appropriate, yet not blatantly patriotic announcement to follow the rendition of the national anthem, the station selected the greeting "Good Morning, America!" and at night "Good Night, America!"

Chicago Course Resumes

RADIO COUNCIL of the Chicago Public Schools will this month begin its third year of educational broadcasts originating in both schools and stations, under the direction of Dr. William H. Johnson, superintendent of schools, and Harold W. Kent, director of the Council. Chicago stations WMAQ, WGES, WLS, WJJD and WCFL, as well as WIND, Gary, Ind., and WHIP, Hammond, Ind., will release broadcasts. Major improvements have been made to the studio and equipment facilities of the Radio Council during the summer holiday. An observation room to accommodate 50 visitors has been added to the main studio; a new transcription room has been completed as well as new offices for the writing and production staff.

PITTSBURGH'S FAVORITE STATION ● PITTSBURGH'S FAVORITE STATION ● PITTSBURGH'S FAVORITE STATION
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Now
5000
Watts Day & Night
WCAE
PITTSBURGH
At No Extra Cost
NBC-RED
MUTUAL

PITTSBURGH'S FAVORITE STATION ● PITTSBURGH'S FAVORITE STATION ● PITTSBURGH'S FAVORITE STATION
PITTSBURGH'S FAVORITE STATION ● PITTSBURGH'S FAVORITE STATION ● PITTSBURGH'S FAVORITE STATION

INTERNATIONAL RADIO SALES
20 E. 57th St., New York—Chicago—San Francisco

1500 K. C.
250 W. Day & Night
NOW
On the Air
WBOC
Salisbury, Maryland

● The ONLY radio station on the Delmarva Peninsula. WBOC completely serves the Eastern Shore of Delaware, Maryland and Virginia. Let WBOC be YOUR medium of reaching 200,000 loyal Eastern Shore listeners. Write for rates to WBOC, Salisbury, Maryland, owned and operated by THE PENINSULA BROADCASTING CO.

5000
WATTS DAY AND NIGHT
CBS
"Tulsa, Okla., leads Nation in Retail Sales Increase . . ." NRCA.
Tulsa's
KTUL
FREE & PETERS, Inc.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS

DAY AND NIGHT

COLUMBIA *AND* MUTUAL NETWORKS

PAUL H. RAYMER CO., *NATIONAL REPRESENTATIVE*

Time for Fingerprinting Is Extended by the FCC

FURTHER extension of its order (No. 75) requiring radio operators, both commercial and amateur, to file with the FCC complete data, including fingerprints, regarding their background and antecedents, making them returnable Oct. 15, was announced Sept. 5 by the FCC. The original order was to be returnable Sept. 15.

The FCC also announced adoption of proposed findings of facts and conclusions and entered its final order suspending the amateur license of Louis R. Choiniere, Holyoke, Mass., for three months because of "deceptive tactics" in broadcasting music and singing in "deliberate violation" of certain rules.

IN REPLY TO CRITICS OF WILLKIE

Mike Manner Is Natural, and Improves Every Day, According to GOP Radio Chief

This letter to the editor is an experienced radio man's reply to the criticisms of Wendell L. Willkie's radio manner reported and commented upon in the Sept. 1 BROADCASTING. *The writer is not only a former Washington newspaper correspondent but for several years was program director of WJSV, Washington, and served in other executive radio capacities in New York before becoming radio chief of the Republican National Committee.*

EDITOR, BROADCASTING:

As on many another occasion, I find myself apparently in the minority—this time in connection with the radio personality of Wendell L. Willkie. Your editorial on the subject prompts an answer.

The only derogatory criticisms I have heard to date on his mike-manner have come from so-called professionals — professional broadcasters, professional artists, professional writers, professional critics. Every amateur, every layman, every man-in-the-street I have questioned has automatically and enthusiastically answered with some such phrase as: "I like him." "He sounds sincere." "He talks my kind of language." Therein, I think, lies the point.

Always Natural

Measured by such standards of professionalism, Mr. Willkie is an amateur; but he is not an actor or announcer. How can you expect to measure him by such a standard? No, it is not as simple as that. The only legitimate measurement is *naturalness*. Wendell Willkie *is natural*. In the vernacular of broadcast professionalism, a "simon pure natural". Good radio gains its strength from naturalness.

President Roosevelt speaks with full naturalness—today. But, I can remember a time that he didn't. Today it is as natural for him to use his Harvard accent and orate in his particular style as it is for us to eat.

Just as important, then, is the naturalness of Mr. Willkie in *his own way*.

The most unfair thing that could be done to Mr. Willkie today would be to attempt to make a "professional" of him, to change in any way his natural manner of speaking. Gone would be his force, his expressiveness, his sincerity, his *real* radio personality. It would be gone just effectively in the mind's eye of the radio listener as though you were to splash his picture with paint.

Dozens of well-meaning and capable individuals have offered their services along this line since his nomination and I have spent many an anxious hour in fear that one of them would catch his ear. Repeatedly I have insisted that he be left alone. You and I both know that he could be coached and prompted into being letter-perfect in a comparatively short time. But—he would not be Wendell L. Willkie.

The Personal Touch

There is one glaring error so many public speakers make that Mr. Willkie does not make when addressing a group of people in person as differentiated from a studio address. (I have never heard him make a studio talk, but I have talked with him in close conversation and I'll bet my bottom dollar that he'll be terrific!) He talks with those immediately in association with him; he instinctively meets the occasion. That is the *only* way to accomplish the best presentation.

You know the thoroughly proven psychology of this method of presentation. When a public figure is addressing a crowd in a meeting hall, the radio listener comes to the meeting and sits in a front seat. When the speaker talks in a studio he goes to the radio listener in his home and talks to the listener alone, quietly, conversationally. That is the *natural* way, Wendell Willkie's way. He is most keenly sensitive to any situation.

Wendell Willkie is good on the air now, and every one of his talks have been made under the most trying circumstances—in at least one, the most trying circumstances ever faced by a public speaker. In a month's time he will be superlative. Why? Because he is amazingly alert and the kind of a man that grows with a job—and fast. His job today is talking to people and he'll get better as he goes along. That is the only possible—the only right way of improvement. And that change will be a *natural* change, not a change forced by unnatural means.

WELLS CHURCH,
Radio Director,
Republican National Committee,
Washington, D. C.
Sept. 5, 1940

Mike Talks Back

WFIL, Philadelphia, with exclusive broadcasting rights from the Philadelphia Electric Co. auditorium for the oil burner show during Sept. 8 week, introduced a Talking Microphone to visitors for the first time. Developed by the station's engineering department, visitors may address into it any question and from the microphone itself comes an answer. WFIL originated several broadcasts daily at the show during the week.

WE AIN'T COMIN', OLD BLACKJOE (Ky.)!

We ain't real shore WAVE kin make it all the way to Blackjoe, (Ky.)—we can't reach *all* the hills an' hollers of this yere State! . . . But, suh, we *do* reach, and cover *completely*, the great Louisville Trading Area, largest concentration of buying power in the whole State (*twice* as many income-tax payers as in the rest of Kentucky combined!) . . . Listeners tune to WAVE for the newest news, the best local entertainment available, and the choicest N. B. C. offerings, both Red and Blue . . . The rest of our story is equally interesting! Want it?

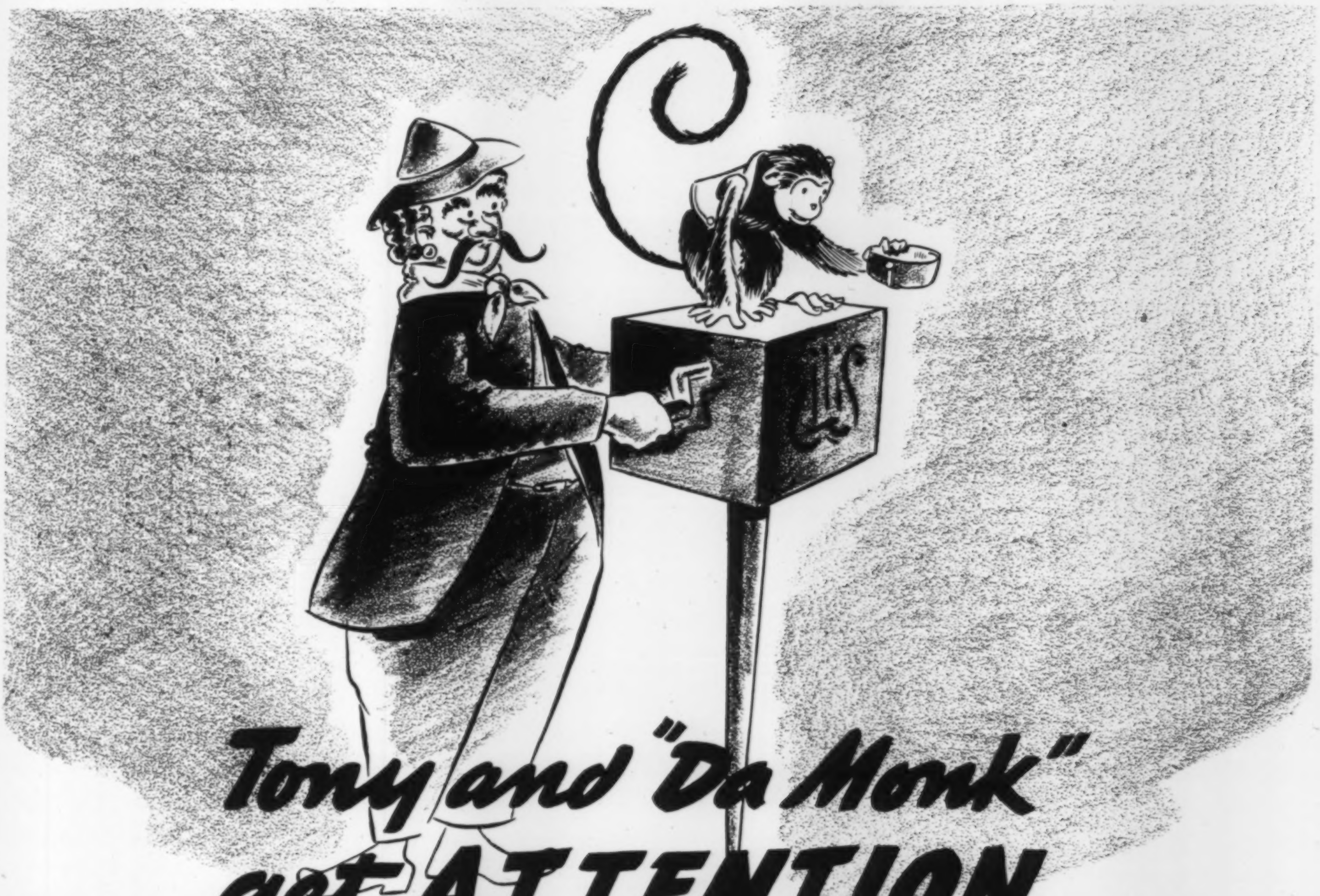
LOUISVILLE'S
WAVE
1000 WATTS
940 K. C.
N. B. C.
FREE & PETERS, INC., NAT'L REPRESENTATIVES

Not *TOO* Chesty . . . .

• Sure, we're proud of our 1,000 watts. We like to be on the air full time. We're glad we're reaching a million and a quarter folks in 36 counties of prosperous North Texas and southern Oklahoma. But we're not TOO chesty, for there's NO increase in rates! For more information write KRRV, Sherman and Denison, Texas.

An Affiliate of the
MUTUAL BROADCASTING SYSTEM
TEXAS STATE NETWORK

The Sherman-Denison Station
KRRV
880 KC. 1000 WATTS



Tony and "Da Monk" get ATTENTION

But It Takes RADIO ATTENTION To Sell RADIO TIME!

The way to sell Radio is to talk Radio. The season's best story on photo-engraving or how to make a billboard campaign click won't do the job. Now, let's look at BROADCASTING. Here's the magazine that talks Radio 100% of the time . . . nothing but Radio. Consequently, its readers are Radio-minded . . . every last one of them. Doesn't BROADCASTING fit your promotion needs like a glove, if it's Radio Time you're selling?

**BROADCASTING
BLANKETS
TIME BUYERS!**

they're Radio-Minded when they read **BROADCASTING**

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO, Des Moines

North American Accident Insurance Co., Newark, 39 *sp*, thru Franklin Bruck Adv. Corp., N. Y.

General Cigar Co., New York (Van Dyke), 2 *t* weekly, thru Federal Adv. Agency, N. Y.

Pioneer Hi-Bred Corn Co., Des Moines (seed corn), 2 *sp* weekly, thru Wallace Adv. Co., Des Moines.

Nutrena Mills, Topeka (feed), 26 *sa*, thru Ferry-Hanly Co., Kansas City.

DeKalb Agricultural Assn., DeKalb, Ill. (seed corn), 42 *sa*, thru Western Adv. Agency, Racine.

General Mills, Minneapolis (Wheaties), 150 *t*, thru Knox-Reeves, Minneapolis.

Flex-O-Glass Mfg. Co., Chicago, 13 *sp*, thru Presba, Fellers & Presba, Chicago.

Omar Mills, Omaha (flour), 100 *sa*, thru Lyle T. Johnston Co., Chicago.

Keystone Steel & Wire Co., Peoria (fence), 26 *sa*, thru Mace Adv. Agency, Peoria.

Armour & Co., Chicago, 130 *sa*, thru Lord & Thomas, Chicago.

General Motors Corp., Detroit (Buick), 26 *sa*, thru Arthur Kudner Inc., N. Y.

D. L. Clark Co., Pittsburgh (candy bars), 65 *ta*, thru Albert P. Hill Co., Pittsburgh.

American Cranberry Exchange, New York, 13 *sa*, thru Wallace Adv. Co., Des Moines.

Wesley Radio League, Detroit (religion), 26 *t*, thru Aircasters Inc., Detroit.

WHK, Cleveland

Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 260 *sa*, thru Joseph Katz Co., Baltimore.

Chevrolet Motor Co., Detroit (autos), 33 *sa*, thru Campbell-Ewald Co., Detroit.

Packers Tar Soap Inc., New York, 44 *sa*, thru Ivey & Ellington, Philadelphia.

Johnson & Johnson, New Brunswick, N. J. (Tek), 260 *sa*, thru Young & Rubicam, N. Y.

Catspaw Rubber Co., Baltimore (rubber heels), 20 *sa*, thru S. A. Levine Co., Baltimore.

WFBR, Baltimore

American Chicle Co., Long Island City, 52 *ta*, thru Badger and Browning & Hersey, N. Y.

Brown & Williamson Tobacco Co., Louisville (Wings), 26 *sa*, thru BBDO, N. Y.

Iowa Soap Co., Burlington, Ia. (Magic Washer soap), 39 *sp*, 13 *sp*, thru Weston-Barnett, Des Moines.

Johnson & Johnson, New Brunswick, N. J. (Tek), 26 *sa*, thru Ferry-Hanly Co., N. Y.

Perfection Stove Co., Cleveland (Superfex heaters), 39 *ta*, thru McCann-Erickson, N. Y.

WHKC, Columbus

Deisel-Wemmer-Gilbert Corp., Detroit (San Felice cigars), 7 *sp*, thru Century Adv. Agency, Detroit.

Eastern Wine Corp., New York, 35 *sa* weekly, thru H. C. Morris & Co., N. Y.

Oyster Shell Products Co., New Rochelle, N. Y., 52 *sa*, thru Brown & Thomas, N. Y.

Vick Chemical Co., New York (proprietary), 132 *sa*, thru Morse International, N. Y.

WICC, Bridgeport

Chas. E. Hires Co., Philadelphia (root beer), 81 *ta*, thru O'Dea, Sheldon & Canaday, N. Y.

Willys-Overland Motors, Toledo (autos), 10 *sa*, thru U. S. Adv. Corp., Detroit.

Burnham & Morrill Co., Boston (baked beans), 52 *sa*, thru Lavin Co., Boston.

Church & Dwight, New York (baking soda), 52 *sa*, thru Brooke, Smith, French & Dorrance N. Y.

Andrew Jergens Co., New York (Woodbury soap), 26 *sa*, thru Lennen & Mitchell, N. Y.

KFI, Los Angeles

Lamont, Corliss & Co., New York (Danya hand cream), 3 *sp* weekly, thru J. Walter Thompson Co., N. Y.

Knox Gelatine Co., Johnstown, N. Y., 2 *sp* weekly, thru Kenyon & Eckhardt, N. Y.

Buick Motor Division, Flint, Mich. (autos), 26 *sa*, thru Arthur Kudner Inc., N. Y.

Charles E. Hires Co., Philadelphia (root beer), 12 *sa*, thru O'Dea, Sheldon & Canaday, N. Y.

Friday Magazine, New York, 3 *ta* weekly, thru H. C. Morris & Co., N. Y.

WKBN, Youngstown

North American Accident Insurance Co., Newark, 95 *sa*, thru Franklin Bruck Adv. Corp., N. Y.

Buick Motor Co., Flint, Mich., 26 *sa*, thru Arthur Kudner Inc., N. Y.

American Chicle Co., Long Island City, 120 *sa*, thru Badger & Browning & Hersey, N. Y.

Chrysler Corp., New York (Dodge), 6 *sa*, thru Ruthrauff & Ryan, N. Y.

KECA, Los Angeles

Justrite Co., Philadelphia (bird seed), 3 *ta* weekly, thru Richard A. Foley Adv. Agency, Philadelphia.

Eastern-Columbia, Los Angeles (chain, household furnishings), 63 *sa* weekly, thru Stodel Adv. Co., Los Angeles.

Chrysler Corp., Detroit (Plymouth), 13 *sa*, thru J. Stirling Getchell Inc., N. Y.

WHN, New York

Jean Jordeau, South Orange, N. J. (Zip), 5 *sa* weekly, thru James R. Flanagan, N. Y.

Heinrich Franck & Sons, Long Island city (Chicory coffee tablets), 4 *sa* weekly, 26 weeks, thru Dan Rivkin, Philadelphia.

KHJ, Los Angeles

Superior Sea Food Co., Los Angeles (frozen foods), 5 *sp* weekly, thru Hillman-Shane Adv. Agency, Los Angeles.

Union Pharmaceutical Co., Bloomfield, N. J. (Saraka), 3 *t* weekly, thru Sherman K. Ellis & Co., N. Y.

McIlhenny Co., Avery Island, La. (tobasco sauce), 4 *ta* weekly, thru Aubrey, Moore & Wallace, Chicago.

John Morrell & Co., Ottumwa (E-Z Cut ham), 2 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.

Helms Bakeries, Los Angeles (bakery products), 5 *sp* weekly, thru Martin Allen Adv., Los Angeles.

Peter Paul Inc., Naugatuck, Conn. (candy), weekly *t*, thru Brisacher, Davis & Staff, San Francisco.

KMPC, Beverly Hills, Cal.

Metropolitan Federal Savings & Loan Assn., Los Angeles, weekly *sp*, thru Elwood J. Robinson Adv., Los Angeles.

Friday Magazine, New York (magazine), 28 *ta*, thru H. C. Morris & Co., N. Y.

P. Ballantine & Sons, New York (beer, ale), 12 *ta* weekly, thru J. Walter Thompson Co., N. Y.

Beneficial Casualty Insurance Co., Los Angeles (insurance), weekly *sp*, thru Stodel Adv. Co., Los Angeles.

KDYL, Salt Lake City

Johnson & Johnson, New Brunswick, N. J. (Tek), 26 *sa*, thru Ferry-Hanly Co., N. Y.

General Cigar Co., New York (Van Dyke), 26 *sp*, thru Federal Adv. Agency, N. Y.

Chrysler Corp., Detroit (Plymouth), 26 *sa*, thru J. Stirling Getchell Inc., Detroit.

KOA, Denver

Ralston Purina Co., St. Louis, Mo. (feeds), 3 *t* weekly, thru Gardner Adv. Co., St. Louis.

Gamble Stores, Denver, 4 *sa* weekly, thru BBDO, Minneapolis.

J. A. Folger & Co., Kansas City (coffee), 5 *t* weekly, thru Lord & Thomas, N. Y.

WTOL, Toledo

Utilities Engineering Institute, Chicago (school), 2-hour programs, thru First United Broadcasters, Chicago.

WORL, Boston

International Cellucotton Products Co., Chicago (Kleenex), 18 *sa* weekly, thru Lord & Thomas, Chicago.

HATS
KGIR
KPFA
KRBM

"All right—now I'll show you a REAL bargain."

Write: Montana Broadcasters, Box 1956, Butte, Montana Pd. Adv.

WOWO, Fort Wayne

Chicago Herald-American, Chicago (newspaper), 6 *sa*, thru Bozell & Jacobs, Chicago.

Gerig Furniture Corp., Garrett, Ind., 104 *sa*, direct.

Omaha Livestock Exchange, Omaha (stockyards), 104 *sa*, thru Buchanan-Thomas Adv. Co., Omaha.

Dr. W. B. Caldwell, Chicago (Syrup Pepsin), *sa* series, thru Sherman & Marquette, Chicago.

Musterole Co., New York (proprietary), 65 *sa*, thru Erwin Wasey & Co., N. Y.

Lydia E. Pinkham Medicine Co., New York (proprietary), 65 *sa*, thru Erwin Wasey & Co., N. Y.

Lehn & Fink Products Corp., New York (Hinds Honey & Almond Cream), 53 *ta*, thru William Esty & Co., N. Y.

Waverly Fabrics, New York (fabrics), 6 *sa*, thru Anderson, Davis & Platte, N. Y.

Murphy Products Co., Chicago (feed), 312 *sp*, thru Wade Adv. Agency, Chicago.

Sweet Sixteen Beverages, Gary, Ind., 52 *sa*, direct.

Sawyer Biscuit Co., Chicago, 40 *sa*, thru Neisser-Meyerhoff, Chicago.

Williamson Candy Co., Chicago (Oh Henry), 260 *sa*, thru Aubrey, Moore and Wallace, Chicago.

KFRC, San Francisco

Marin Dell Milk Co., San Francisco (dairy chain), weekly *sp*, thru Campbell-Ewald Co., Detroit.

Yellow Cab Co., San Francisco, 6 *sp* weekly, thru Rufus Rhoades & Co., San Francisco.

Johnson & Johnson, New York (Band-Aids), 5 *sp* weekly, thru Young & Rubicam, N. Y.

Lea & Perrins, New York (Worcestershire sauce), 6 *sa* weekly, thru Schwimmer & Scott, Chicago.

McCloskey Varnish Co., Los Angeles, 3 *sa* weekly, thru Heintz Pickering & Co., Los Angeles.

Gardner Nursery Co., Osage, Ia., 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.

California Animal Food Co., Oakland (Calo dog food), weekly *sp*, thru Theodore H. Segall Adv., San Francisco.

W. P. Fuller & Co., San Francisco (paint), 4 *ta* weekly, thru McCann-Erickson, San Francisco.

Purex Co., Los Angeles, 2 *sa* weekly, thru Lord & Thomas, Los Angeles.

KNX, Hollywood

Wheatena Corp., Rahway, N. J. (cereal), 5 *t* weekly, thru Compton Adv., N. Y.

Columbia Recording Corp., New York, 234 *ta*, thru Benton & Bowles, N. Y.

Day & Night Water Heater Co., Monrovia, Cal. (heaters), 6 *sa* weekly, thru Hixson-O'Donnell Adv., Los Angeles.

P. Ballantine & Sons, Newark (beer and ale), 6 *sp* weekly, thru J. Walter Thompson Co., N. Y.

United States Lines, San Francisco (water transport), 3 *sa* weekly, thru J. Walter Thompson Co., San Francisco.

WGN, Chicago

Armour & Co., Chicago (Treet), 3 *t* weekly, thru Lord & Thomas, Chicago.

John Puhl Products Co., Chicago (Fleecy White laundry bleach), 3 *sp* weekly, 52 weeks, thru Cecil & Presbrey, Chicago.

San Alto Cigar Co., Chicago, 2 *sa* weekly, 13 weeks, thru Spector-Goodman Adv., Chicago.

O. P. Rubardt & Co., Chicago (Pro-Dura), 8 *sa* weekly, 13 weeks, thru Burnet-Kahn Adv. Co., Chicago.

Truscon Labs., Detroit (paints, varnishes), 3 *sa* weekly, thru Martin, Frank Inc., Detroit.

KARM, Fresno, Cal.

Allen-Elliott Co., San Francisco (fruit juice), 5 *sa* weekly, direct.

Editors & Publishers Service Co., New York (Contest Tips magazine), 12 weekly *sa*, thru Casper Pinsker Adv. Agency, N. Y.

Radio Advertisers

CONSOLIDATED PRODUCTS Co., Danville, Ill. (semi-solid buttermilk feeds), has renewed for 26 weeks its thrice-weekly quarter-hour early-morning time on WLS, Chicago, but is featuring a new local show consisting of Lloyd (Doc) Burlingham, farm commentator; Hal Carver, baritone soloist; Howard Peterson, organist. Mace Adv. Agency, Peoria, Ill., has the account.

NATIONAL TRANSPORTATION Co., New York, on Sept. 11 began sponsoring on WMCA, New York, weekly quarter-hour periods of news about Latin America with Bryce Oliver, commentator, in the interests of Parmalee taxicabs. Since the beginning of September cards announcing the broadcasts have been carried in all the company's cabs. Contract for 26 broadcasts was signed by World Wide Adv., New York.

FEDERAL OUTFITTING Co., San Francisco, operating a chain of clothing stores in California, heavy user of radio, recently launched a fall radio campaign over six stations in the San Francisco Bay area. Live talent, transcribed cowboy shows and spot announcements are being used. The stations are KSFO KFRC KLX KQW KROW KJBS. Account is handled by Allied Adv. Agencies, San Francisco.

YOUNG PEOPLE'S Church of the Air, Philadelphia, is sponsoring a program of that title on a special hookup of 19 stations, most of them affiliated with MBS. Program originates on WFIL, Philadelphia, 3:30-4 p. m. Contract for 13 weeks was placed by R. H. Alber Co., Los Angeles.

JUSTIN FLINT LAUNDRY Co., St. Louis, on Sept. 17 starts for 52 weeks sponsoring the new quarter-hour transcribed quiz game, *Spell-O-Name*, on KSD, that city. Score cards are distributed through laundry bundles and cash prizes will be awarded weekly. Cards will also be published in the newspapers. R. U. McIntosh & Associates, North Hollywood, Cal., produces the show.

MURPHY PRODUCTS Co., Burlington, Wis. (livestock feeds), has renewed for 312 times its five-minute participation periods on WOWO, Ft. Wayne, Ind. Sponsor is also currently running weekly half-hour *Barn Dance* programs on WLS, Chicago, and WHO, Des Moines. Wade Adv. Agency, Chicago, handles the account.

MARION HARPER, formerly general sales manager of Schenley Distillers Corp., New York, and earlier vice-president of General Foods Sales Co., New York, has been appointed general sales manager of Ward Baking Co., New York.

600%
Increase
in
Mail
July, 1940 Compared
With July, 1939
WCSC
Charleston, S. C.
Representatives
FREE & PETERS, Inc.

Bunte Buys Spots

BUNTE BROS. CANDY Co., Chicago (Tango bars), on Sept. 30 will start a 13-week schedule of varying news, participation periods, spot announcements anl local shows on ten stations. Selected are WBBM and WAAF, Chicago; WHO, Des Moines; WJR, Detroit; WCCO, Minneapolis; KMBC, Kansas City; KSD, St. Louis; KFAB, Lincoln, Neb.; KOIL, Omaha; WLW, Cincinnati. Presba, Fellers & Presba, Chicago, handles the account.

COLGATE-PALMOLIVE-PEET Co., Toronto (soaps), on Oct. 6 starts *La Mind d'Or* on CKAC, Montreal; CHRC, Quebec; CJBR, Rimouski, Que.; Sundays, 8:30-9 p. m. Agency is Lord & Thomas of Canada, Toronto.

BRISTOL Co. of Canada, Toronto (Sal Hepatica), has started its autumn and winter *Tea Time Topics* with Clair Wallace five times weekly on CFRB, Toronto. Clair Wallace started her 1,000th broadcast for the sponsor with the new contract. Account was placed by Ronalds Adv. Agency, Toronto.

OMAHA LIVESTOCK EXCHANGE, Omaha, has started a 100-word announcement campaign on WDZ, Tuscola, Ill., offering a free booklet of interest to livestock feeders. Length of contract is undetermined. Buchanan-Thomas Adv. Co., Omaha, placed the contract. Schultz, Baujan & Co., Beardstown, Ill. (Critic Feeds), also has started a 13-week schedule of daily 10-minute newscasts on WDZ. Mace Adv. Agency, Peoria, handles the account.

DOWNTOWN MERCHANTS Dollar Day Committee, Los Angeles, to exploit the semi-annual Dollar Day in a three-day campaign which ended Sept. 13, and preceded the sale, used a total of 400 spot announcements and also participations in programs on 10 stations in that area, KNX KHJ KFI KECA KFWB KGFJ KFVD KFAC KRKD KIEV. Hillman-Shane Adv. Agency, Los Angeles, has the account.

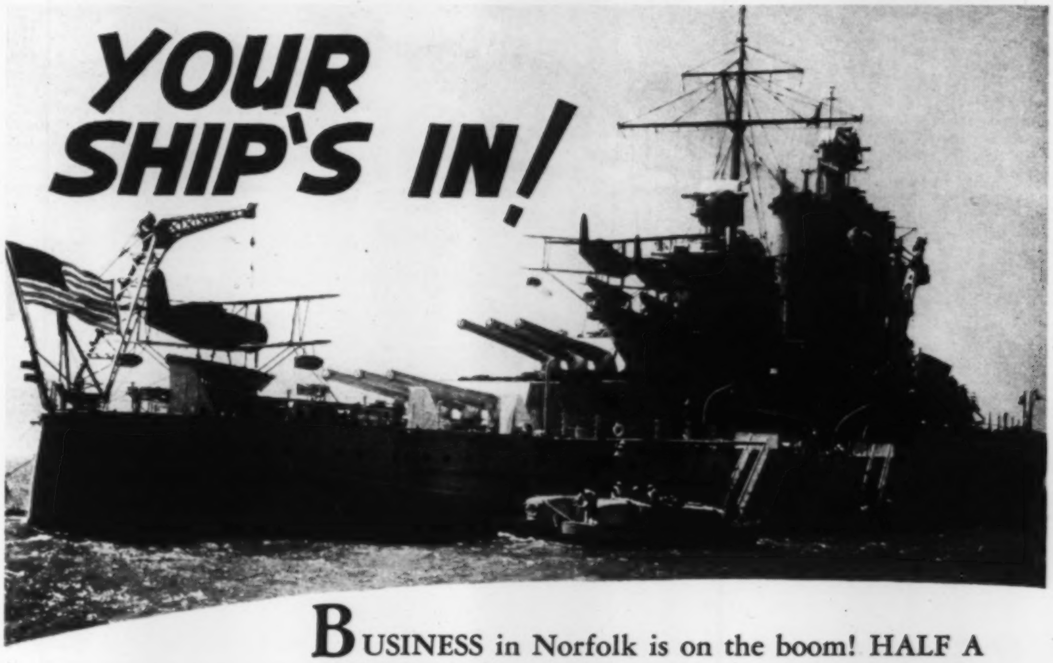
SUPERIOR SEA FOOD Co., Los Angeles (frozen foods), in a four-week test campaign ending Oct. 4 is using participations five times weekly in *Norma Young's Happy Homes* program on KHJ, that city. Hillman-Shane Adv. Agency, Los Angeles, has the account.

AIR LIFT RUBBER Corp., New York, has appointed Jos. Ellner Co., New York agency, to handle a campaign in 15 states for its new Air Lift Heels, which are based on the principle of the air inflated tire. Plans include use of radio, newspapers and point-of-sale displays in principal population centers of the states, in which it is estimated over 60% of the shoe repair shops in the country exist.

KRONHEIM FURNITURE MFG. Co., Cleveland, in its first use of radio has signed with WHK, Cleveland, to sponsor the MBS cooperative show, *Show of the Week*, starting Sept. 29.

CHRISTIE BROWN & Co., Toronto (national bakers), has started five weekly Novachord quarter-hour broadcasts on CFRB, Toronto. Account was placed by Cockfield Brown & Co., Toronto.

NEW YORK SOCIETY for Ethical Culture began Sept. 8 its fifth season of Sunday morning broadcasts exclusively on WQXR, New York. Contract for five three quarter-hour programs dealing with the relation of democracy, education and morality with ethical faith was acquired direct.



BUSINESS in Norfolk is on the boom! HALF A BILLION dollars is being spent on Uncle Sam's defense program, bringing to this Tidewater Virginia market extra thousands of highly-paid, skilled workers and their families. Three million to house them! Employment and sales shooting to new all-time highs. Thus, WTAR—the only network outlet in Virginia's largest metropolitan market, suddenly finds itself serving America's No. 1 sales area . . . literally spilling over with new families and new money. Your ship's put in at Norfolk—fabulously *SALES* laden beyond the wildest wishful thinking. Put WTAR on your schedules—and watch *your sales zoom* in this richer Norfolk Market.

National Representatives: EDWARD PETRY & CO.

NORFOLK VIRGINIA AMERICA'S No. 1 SALES AREA

WTAR

Owned and Operated by Norfolk Newspapers, Incorporated

Youngstown mills promise capacity operations for months to come. Cover this rich market with

WFMJ

BENEFICIAL CASUALTY Insurance Co., Los Angeles (insurance), newly organized, on Sept. 10 started sponsoring a daily 15-minute series of news stories on KMPC, Beverly Hills, Cal., and in addition is using two quarter hour Sunday newscasts on that station, as well as similar daily broadcasts on KFWB, Hollywood. Firm, in early October, plans to expand its schedule to include KFI, KNX and stations in the San Francisco bay region. Stodel Adv. Co., Los Angeles, has the account.

THRIFTY DRUG Co., Los Angeles (chain), heavy users of Southern California radio time, on Sept. 29 starts sponsoring a six weekly late evening quarter hour news analysis program on KFI, that city, for 52 weeks. Jose Rodriguez, KFI-KECA editor, and Syd Sutherland will be featured on the nightly broadcast. Douglas Evans will produce. Milton Weinberg Adv. Co. Los Angeles, has the account.

Dept. Stores on WSAI

FOUR local department stores, previously not using radio, recently signed or sponsored programs on WSAI, Cincinnati. Alms & Doepke's is sponsoring thrice-weekly quarter-hours featuring Rita Hackett, who discusses various departments of the store. H. & S. Pogue Co. bought the half-hour *Home on the Air*, featuring Marsha Wheeler Mondays through Fridays. Mabley & Carew broadcast an opening inspection of its remodeled fourth floor, with Elizabeth Bemis interviewing customers. Rollman's on Sept. 9 sponsored two shows celebrating the start of a $500,000 remodeling project.

ST. LOUIS Independent Packing Co., St. Louis, on Sept. 9 started sponsoring for 52 weeks a new series of five-minute daily newscasts by Harry W. Flannery on KMOX, St. Louis. Flannery's programs are heard Monday through Friday, 2:30-2:35 p. m., with George Perrine handling the Saturday newscast, 9-9:05 a. m. Gardner Advertising Agency, St. Louis, handles the account.

SAN GABRIEL WINE Co., New York, has added WHOM, Jersey City, to its campaign for Colombo wines, which has also been running on WOV, New York. WHOM's schedule includes a half-hour musical program weekly with daily announcements. According to Emil Mogul Co., New York, more stations both in the Italian and English speaking field will be added later this winter.

TUCKETT'S Ltd., Hamilton, Ont. (Wing cigarettes) on Sept. 2 started broadcasts of the 13 games of the Western Canada Inter-Provincial Rugby Conference, on CJRM, Regina, Sask.; CJRC, Winnipeg; CFAC, Calgary, Alta. Agency is MacLaren Adv. Co., Toronto.

PEOPLE'S Credit Jewellers, Toronto (chain stores) on Sept. 22 start *People's Community Musical Class*, quiz show, on CFRB, Toronto; CKCL, Toronto; CHML, Hamilton, Ont.; CKCO, Ottawa; Sunday, 9-9:30 p.m. Agency is MacLaren Adv. Co., Toronto.

UNDERWOOD-ELLIOTT-FISHER, Toronto (business machines), on Oct. 13 starts piano recitals with Ernest Seitz on CBL, Toronto; CBO, Ottawa; CFCF, Montreal, Sundays, 1:30-2 p. m. Agency is J. J. Gibbons Ltd., Toronto.

LINCO PRODUCTS DISTRIBUTING Co., Chicago, on Sept. 9 started a thrice-weekly quiz show, *For Women Only*, featuring Tommy Bartlett as m.c. on WBBM, Chicago. The remote control 8:45-9 a. m. series comprises interviews and questioning of morning shoppers in the Chicago area. Gourfain-Cobb Adv. Agency, Chicago, placed the business.

MANUFACTURERS' TRUST Co., New York, on Sept. 17 will sponsor a special series of *News of the War* programs on WABC, New York, in behalf of its banking service. The programs, heard Tuesdays and Thursdays, 10:45-11 p.m. (EDST), will feature Elmer Davis, CBS ace analyst; Albert Warner, CBS Washington correspondent, and Major George Fielding Eliot, CBS military expert, giving their interpretations of developments in the war. Announcer will be Jack Knell. Agency is McCann-Erickson, New York.

GENERAL FOODS Corp., New York, on Oct. 8 will resume its usual fall sponsorship of *Molly Picon* on WMCA, New York, in the interests of Maxwell House coffee. This will be the fourth consecutive year for the program, and though details are not yet set on the series, it will probably be similar to the *I Give You Your Life* program conducted in Jewish by Miss Picon last year. Schedule is for 26 weeks, Tuesdays, 8-8:30 p.m. Agency is Benton & Bowles, New York.

KNOX Co., Los Angeles (Cystex), is sponsoring six weekly quarter-hour newscasts on KRKD, that city, and five similar programs each week on KJBS, San Francisco. In addition, the firm is using five 10-minute news periods weekly on WDGY, Minneapolis, and 21 spot announcements each week on KGHI, Little Rock. Agency is Barton A. Stebbins Adv., Los Angeles.

A. SCHRETER & SONS Co., Baltimore, through its New York branch, started Sept. 9 a campaign of six spot announcements weekly for Smoothie Neckties, on WHN, New York. The campaign will be extended Oct. 7 to 12 announcements weekly and more stations may be added later this winter. Agency is Berminghal, Castleman & Pierce, New York.

BROOKS Inc., Los Angeles (clothing chain), through Stodel Adv. Co., that city, in a nine-day fall sale campaign which ends Oct. 4, will use a total of 200 transcribed announcements on nine Southern California stations—KFI KMPC KFWB KFVD KIEV KFOX KGFJ KFAC KRKD. Firm in addition, on Sept. 25, starts for 52 weeks, sponsoring a thrice weekly quarter hour newscast with Pat Bishop, commentator, on KFI, Los Angeles.

WM. WRIGLEY Jr. Co., Toronto (gum), on Sept. 25 renews French version of *Treasure Trail* on CKAC, Montreal; CHRC, Quebec; Wednesday, 8:30-9 p. m. Agency: Tandy Adv. Agency, Toronto.

CANADA STARCH Co., Toronto (corn syrup), on Oct. 3 starts French version of *What Would You Do?* on CKAC, Montreal; CHRC, Quebec; CKCH, Hull, Que.; Thursdays, 9:30-10 p. m. Agency is Vickers & Benson, Toronto.

GEORGE S. WARD, co-founder with his brother of the Ward Baking Co., died in Havana Sept. 3 after a brief illness. He was 73.

an Open Letter to the Survey-Conscious Time-Buyer

Dear Sir:

At the first scent of Fall business your mailman breaks his back carrying in to you a bumper crop of radio surveys.

Please don't judge us harshly because we are not sending you a beautifully-illustrated and baffling survey booklet . . . "which proves conclusively that KYW is the most popular station in Philadelphia—all day, any day."

But might we suggest though, that for an unbiased idea of KYW's popularity, you examine the 1939-40 six-month cumulative CAB-Crossley report on Philadelphia (the making of which no station influences!) That tells our story.

Incidentally, because we know you must be interested . . . . KYW moves merchandise too!

Sincerely,

Griff Thompson

Sales Manager of KYW:

"the 10,000-watt RED network station in the Nation's THIRD market"

WESTINGHOUSE

KYW

Represented by NATIONAL BROADCASTING CO

MARKETS AND MILK BOTTLES

Grade "A" milk is topped with cream. In the CKWX-CKFX bottle, the milk is your CKWX Audience, 100,000 strong. The cream is the exclusive short wave audience of CKFX—all at one rate for simultaneous broadcasting over both transmitters.

CKFX, British Columbia's only short wave broadcasting station, serves listeners who claim "This is our only consistent Canadian station".

1000 watts 950 KC. CKWX-CKFX (Short Wave)

VANCOUVER • CANADA

Representatives:

Weed & Co. All Canada Radio Facilities Ltd.

AGENCY *Appointments*

PUSHMAN Bros., Chicago (oriental rugs), to Schwimmer & Scott, Chicago. Radio schedule being started with six-weekly spot announcements for 13 weeks on WBBM, Chicago. Additional stations may be added in the future.

BUNTE BROS. CANDY Co., Chicago, to Presba, Fellers & Presba, Chicago.

JOHN KAPLAN, Philadelphia (neckwear), to Adrian Bauer, Philadelphia.

TRU-ADE Inc., Los Angeles (beverage), to Beaumont & Hohman, that city, and in a test is using daily spot announcements on WRVA, Richmond, Va.

LA CHOY FOOD PRODUCTS Co., Detroit, to MacManus, John & Adams, Detroit.

L. N. RENAULT & SONS, Egg Harbor City, N. J. (wines), to Campbell-Lampee Inc., N. Y.

G. KRUEGER BREWING Co., Newark, N. J., effective Jan. 1, 1941, to Compton Adv., New York. Plans not yet decided.

Bakery On 14

COLUMBIA BAKING Co., Atlanta, on Sept. 9 started a series of one-minute dramatized announcements recorded by NBC Radio-Recording Division for Southern Twin Pack Bread on 14 stations in Florida, Georgia, North and South Carolina. Agency in charge is Freitag Adv. Agency, Atlanta.

G. F. HANWELL, managing director of De Witt's, Ltd., East Croydon, England (proprietary), is in the United States on company business. The Australian division of that firm is currently sponsoring the Cappy Ricks stories on Macquarie Network.

IN KEEPING with the Spanish mission motif, this unique building will house the new 50,000-watt RCA transmitter of KOB, Albuquerque, which will be ready in October, according to T. M. Pepperday, newspaper publisher and station owner. The station is slated to become an exclusive NBC-Blue outlet when it begins its operation with its new equipment.

Pepsodent Returns

PEPSODENT Co., Chicago (toothpaste), after a summer layoff, through Lord & Thomas, that city, on Sept. 24 resumes the weekly half-hour *Bob Hope Show* on 64 NBC-Red stations, Tuesday, 10-10:30 p.m. (EDST), with program personnel remaining as before. Besides Hope are Jerry Colonna, mad professor; glamour girls Ennis and Cobina (Blanche Stewart and Alvia Allman), with Skinnay Ennis as musical director. Bill Goodwin continues as announcer. Because of film commitments, Judy Garland will not be on the show. She is being replaced by another vocalist. Tom McAvity, Hollywood radio manager of Lord & Thomas, will again be production supervisor, with Bill Lawrence scheduled as his aide. Arnold Maguire is to be NBC production representative on the series, which has been renewed for 52 weeks. Pepsodent Co. is currently sponsoring the weekly half-hour *Summer Pastime* program.

More Finance Spots

HOUSEHOLD FINANCE Corp., Chicago, on Sept. 6 added six-weekly quarter-hour *Sports Parade* programs featuring Alan Hale on WISN, Milwaukee, and thrice-weekly five-minute *Sports Reviews* featuring Walt Lochman on KMBC, Kansas City, to its list of stations carrying national spot accounts, bringing the total to 11. Contracts are for 52 weeks. Other stations have varying schedules of announcements, news periods, quarter and half-hour musical shows. They include: WFBR, Baltimore; WNBF, Binghamton, N. Y.; WBEN, Buffalo; WGAL, Lancaster, Pa.; KYSM, Mankato, Minn.; WMBD, Peoria, Ill.; WCAU, Philadelphia; WGBI, Scranton, Pa.; WBRE, Wilkes-Barre, Pa. BBDO, Chicago, handles the account.

MEMBERS of the sales staff of KTSA, San Antonio, are planning to build homes together in a new subdivision they propose to call KTSA Lane.

Jergens Dramas

ANDREW JERGENS Co., Cincinnati (soaps), following the September 25 broadcast, will drop the serial, *Promoting Priscilla*, from its weekly NBC *Woodbury Hollywood Playhouse*. It is being replaced with half-hour complete dramas featuring Jim Ameche and Gale Page, starting Oct. 2, Wednesday, 8-8:30 p.m. (EST), with West Coast repeat, 8-8:30 p.m. (PST). Change was decided upon by the sponsor after conferences with New York executives of Lennen & Mitchell, agency servicing the account. William R. Robson, Hollywood manager of the agency, will continue to produce. Felix Mills remains as musical director.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

First in U.S.A.

Here's the country's No. 1 station for a test campaign. If you're proving a new product or idea, start with WDRC. Get the three things that make a test click:—coverage, programs, rate. WDRC, Hartford, 5,000 watts.

CBS

Basic CBS for Connecticut

WSAI's *Magnetism is* SHOWMANSHIP

Of all the elements, only iron and nickel and cobalt can be attracted by magnetism. But showmanship—which is radio's magnetism and WSAI's attracting power—can in Cincinnati alone pull 253,875 people to WSAI's studio during the 14 days of the city's 26th Annual Pure Food Exposition.

WSAI's showmanship *is* magnetic! It reaches through the air—and *pulls listeners and onlookers*. In clusters of hundreds of thousands. And permeates their lives with desire for many products.

WSAI - "Cincinnati's Own Station"

Represented by International Radio Sales—New York...Chicago...Los Angeles

WBAL
means business
in Baltimore

WBAL
means business
in Baltimore

WBAL
means business
in Baltimore

WBAL
means business
in Baltimore

WBAL
means business
in Baltimore

Agencies

JACK RUNYON, Hollywood radio director and producer of Buchanan & Co., severs his association with that agency following the Sept. 25 broadcast of the curent CBS *Texaco Star Theatre*, sponsored by Texas Co. He goes to New York in early October and will shortly announce another agency connection.

RALPH T. SMITH, formerly of Blackett-Sample-Hummert, New York, has joined Maxon Inc., New York, as director of commercials for daytime radio serials.

NORMAN HEYNE, radio director of Schwimmer & Scott, Chicago, is a patient at Swedish Covenant hospital, Chicago, where he underwent an appendectomy recently.

HOWARD LINDSAY, radio executive of the Toronto office of J. Walter Thompson Co. Ltd., is on six months leave of absence on account of ill health. His place is being taken by Brock King and Edmund Rice of the radio department.

FRED G. SWARTZ, president of Pacific Market Builders, Los Angeles agency, recently elected managing director of Southern California chapter of the William Allen White Committee to Defend America, has resigned due to the pressure of personal business.

RUSSELL M. SEEDS Co., Chicago advertising agency, announces recent additions and changes in personnel as follows: Grace Hammill, formerly of Roche, Williams & Cunnyngham, Chicago, where she wrote *Bachelor's Children*, continuity department; Mel Williamson, formerly a producer of Hollywood, production staff; Jane Force, formerly of the secretarial staff, now copywriter and will author *Plantation Party* for Brown & Williamson on NBC-Red.

RANDALL Co. has moved its office to larger quarters at 331 Madison Ave. Telephone number remains Vanderbilt 6-4951.

ROBERT REINHART, formerly producer of the Theatre Guild's Christmas holiday programs, has joined the radio department of Benton & Bowles, New York. He will direct *Marriage Club*, which Continental Baking Corp., New York, started Sept. 7 on CBS.

Dolph Joins Agency

ANDERSON, DAVIS & PLATTE, New York agency, on Sept. 15 announced appointment of John M. Dolph and Robert L. Nourse Jr. as members of the firm. At the same time the agency was to open a Hollywood office, although both new appointees were to be in the New York office. Mr. Dolph, recently assistant general manager of the CBS Pacific Coast network, formerly was associated with N. W. Ayer & Son and Young & Rubicam. Mr. Nourse left the Pacific Coast managership of Ruthrauff & Ryan to open his own agency, later joining Barton A. Stebbins Agency.

Mr. Dolph

HERB POLESIE, production aide to William N. Robson, Hollywood manager of Lennen & Mitchell, will leave that agency after the Sept. 27 broadcast of the NBC *Don Ameche Show*, sponsored by P. Lorillard & Co. (Old Gold cigarettes), when the series is discontinued after 26 weeks. Robson will continue to produce the weekly NBC *Woodbury Hollywood Playhouse*, sponsored by Andrew Jergens Co. (soaps). Milton Merlin, Hollywood writer, has been added to the agency's staff as assistant to Richard Diggs, story editor of *Hollywood Playhouse*. Inability of Lennen & Mitchell to negotiate a new contract with Don Ameche for the *Old Gold* program, was the reason given for closing of the series.

ROBERT K. EDMONDS, well-known in Detroit automotive advertising circles, has joined MacManus, John & Adams, Los Angeles. He will serve Pontiac as a member of the agency's copy and contact group.

RICHARD LANDAU, executive of Aritists & Authors Corp., Hollywood agency, is the father of a girl born Aug. 31.

PAUL RICKENBACKER, assistant to Danny Danker, Hollywood vice-president of J. Walter Thompson Co., has returned to his desk after a tonsillectomy.

RAY BIRCH has been appointed radio director of Seidel Adv. Agency, Washington, D. C.

ASHMEAD SCOTT, Hollywood writer-producer for 65 weeks of the CBS *Blondie* series, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has resigned effective Sept. 23 to take over another radio assignment. Tom McKnight, who produced the NBC *Sherlock Holmes* program last season, is being sent to Hollywood from New York by Wm. Esty & Co. to direct the *Blondie* program. Scripts will be written in New York by Johnny Green. Dick Marvin, New York radio director of the agency, was in Hollywood during early September.

GERRY BUB has joined Stewart-Jordon Adv. Agency, Philadelphia, as manager of the radio department. The son of H. J. Bub, president of the agency, he was formerly head of Associated Advertisers, Harrisburg agency. William H. H. Neville joined the agency staff at the same time, heading the new business department. He will continue his own firm, Neville Associates, Philadelphia, representative of small town and sectional publications.

DEVERE ZIMMERMAN, of Young & Rubicam, Hollywood publicity staff, and John Van Horson, manager of the agency's New York merchandising department, are to be married in early October.

BEAUMONT & HOHMAN opened a New York office early in September at 630 Fifth Ave. C. S. Yarnell, formerly account executive in the Chicago office, is in charge. Telephone is Circle 6-7040.

TOM FIZDALE Inc., publicity service, on Oct. 1 moves its Hollywood offices to 1509 N. Vine St. Virginia Lindsey continues as West Coast manager.

New Syndicate Service

ENTERING the field of syndicating programs to stations, National Research Bureau Inc., Chicago, has announced the appointment of Gerard B. McDermott as head of its radio department which hitherto has been selling a merchandising and sales idea service to stations. Mr. McDermott, formerly with NBC spot sales and onetime commercial manager of WMAQ and WENR, Chicago, leaves his partnership in the Kellogg-McDermott-Wais Agency, Los Angeles, to assume the new post. He also was formerly radio director of Kirtland-Engel Co., Chicago. The company is inviting authors and producers to submit their ideas for syndication.

PRESTIGE
EARNED
in the Field

Advertisers reap the benefit of the prestige WOAI has earned in Texas through its 18 years of constant service and self-improvement.

POWER
CLEAR CHANNEL
LISTENER PREFERENCE
EST. 1922

REPRESENTED BY
EDW. PETRY & CO., INC.

WOAI
San Antonio
50,000 WATTS
NBC AFFILIATE—MEMBER TQN

PROGRAM IDEAS and production problems were being discussed when the cameraman snapped this photo of Ken Niles (left), Hollywood announcer, and Edmund Cashman, Lord & Thomas producer of the weekly NBC Kay Kyser's *College of Musical Knowledge*, sponsored by American Tobacco Co. (Lucky Strike).

Lane, Benson & McClure Is Organized in Chicago

WILLIAM NOBLE LANE, formerly an account executive of Frank R. Steel & Associates, Chicago, has been elected president of Lane, Benson & McClure, new Chicago advertising agency which opened offices in the Willoughby Towers Building, 8 S. Michigan Ave., Sept. 1. Executive vice-president and general manager is W. Frank McClure, formerly vice-president of Critchfield & Co., Chicago; secretary-treasurer is John Benson, formerly an account executive of John Ramsey & Co., Chicago.

Mr. Lane joined the Steel agency in 1939. Mr. McClure, before joining Crtichfield & Co., was for nine years Chicago manager of Albert Frank & Co. He has served as chairman of the National Advertising Commission, secretary of the Advertising Federation of America, president of the Advertising Council of the Chicago Assn. of Commerce, and was founder and president of the Chicago Federated Advertising Club. Mr. Benson is a graduate of Wesleyan U and was for some time associated with his father in the brokerage business before entering advertising.

Other members of the staff include: Caryl Johnson, formerly of John Dunham & Co., Chicago, space buyer; H. D. Sulcer, formerly president of Vanderhoof Adv. Agency, Chicago, account executive; Anita Simpson, formerly of Critchfield & Co., account executive. Additional members will be added in the near future, according to Mr. Lane. Some 15 accounts have already been secured, many to use radio.

Auspitz to Critchfield

IRVING D. AUSPITZ, since May 1939 vice - president of Erwin, Wasey & Co., Chicago, and for 15 years prior to that president of Auspitz & Lee, Chicago advertising agency, on Sept. 9 joined Critchfield & Co., Chicago, as vice-president and general manager in charge of sales. In 1925 Mr. Auspitz established one of the first radio departments in an advertising agency. Since that time he has specialized in that end of the agency business. He will collaborate with M. E. Blackburn, radio director of Critchfield & Co., in large-scale radio plans.

Wood to Erwin, Wasey

APPOINTMENT of Morrison Wood, free lance writer of Hollywood and New York, as radio director of Erwin, Wasey & Co., Chicago, was announced Sept. 1. He succeeds Holland E. Engle who resigned to accept a similar position with Cramer-Krasselt Co., Milwaukee [BROADCASTING, Sept. 1]. Mr. Wood entered radio in 1924 as a producer of WTAS, Chicago, which later became WGN. In 1934 he joined NBC, Chicago, as writer-producer, and in 1935 returned to WGN, going to Hollywood in 1937. While on the Coast he contributed to such programs as the *Lux Radio Playhouse* and *Hollywood Hotel*. He wrote the movie serial, *The Green Hornet*, for Universal Pictures, and the American treatment for the MGM production, *Florian*.

Representatives

WORD and WSPA, Spartanburg, S. C., has named Howard H. Wilson Co. as national representative.

WIBM, Jackson, Mich., has named Forjoe & Co. as its national representative.

WEW, St. Louis, on Sept. 9 named Joseph Hershey McGillvra Co. as its national representative.

ED DEVNEY, formerly on the sales staff of WIBC, Indianapolis, and WCLE, Cleveland, has joined the New York office of Howard H. Wilson Co., national representatives.

KFDM, Beaumont, Tex., has appointed the Howard H. Wilson Co. as national representative.

STERLING B. BEESON, formerly manager of WTOL, Toledo, has been transferred from the New York office of Joseph Hershey McGillvra, which he joined in January, to the Chicago office.

CONSOLIDATION of the national sales organizations of Cummer Products Co., Bedford, O. (Energine), and Wells & Richardson Co., Burlington, Vt. (Diamond dyes), has been announced by Harold B. Thomas, vice-president in charge of sales for Sterling Products Inc., parent company of both firms. Under the revised setup J. N. Cooke will manage both companies, with H. C. Cline as sales manager and Thomas Gregorie as assistant sales manager in charge of field operations. Sales headquarters are established in Bedford.

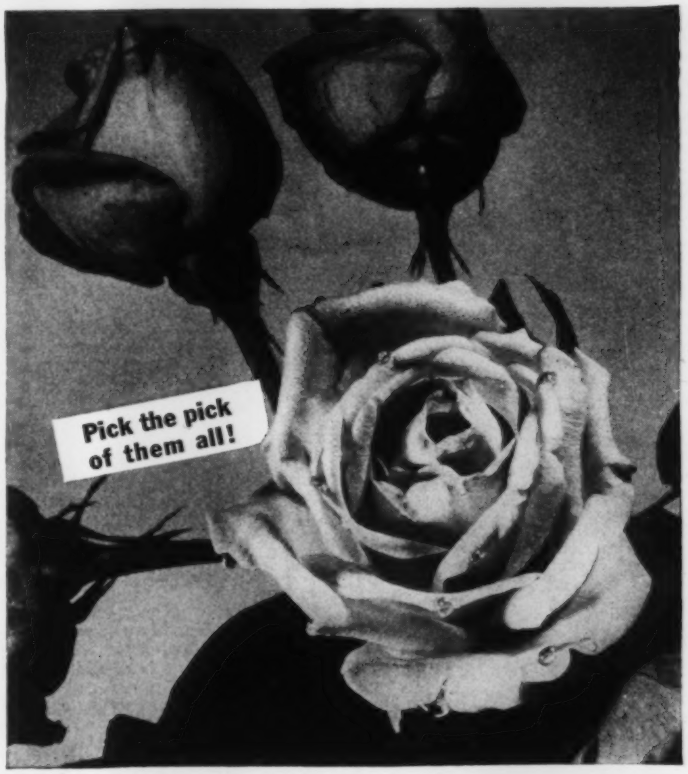
WFBL
SYRACUSE

NOW!
5000 Watts Nights!

WFBL's increased power from 1000 to 5000 watts nights makes your advertising dollar PULL EVEN HARDER — gives you the greatest coverage of any station in the active Syracuse and Central New York market.

Write or wire for rates and time available.

WFBL
SYRACUSE, N. Y.
or Free & Peters, Inc.
National Representatives



WNEW DELIVERS!

Look below and see why:—

1. ONE-THIRD THE COST of any New York network station. **2.** THE NATION'S BIGGEST MARKET. (The 50-mile metropolitan trading area.) **3.** TWICE THE AUDIENCE of any other New York independent station. (Hooper-Holmes and other impartial surveys.) **4.** RADIO'S OUTSTANDING PROGRAMS. ("Make Believe Ballroom" with Martin Block, "Milkman's Matinee" with Stan Shaw. And many others.) **5.** LOCAL ADVERTISERS *know* WNEW moves most goods—fastest. **6.** MORE COMMERCIAL TIME is bought on WNEW than on any other station in New York.

BRIDGEPORT
PATCHOGUE
PEEKSKILL
NEW YORK
PASSAIC
ASBURY PARK
PRINCETON

WNEW
NEW YORK
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY • 1250 KILOCYCLES • 1000 WATTS BY NIGHT

Nationally Represented by John Blair & Company

a Four Star Hit

★ ★ ★ ★

SPORTS with WALT LOCHMAN!

Just Completed:

Sixth season of play-by-play baseball in Kansas City, more than 900 games . . .

All Set:

9 Games of Big Six Football sold for *second* season on KMBC to Ford Dealers Association!

Ready To Go:

Two popular KMBC Sportcasts with Walt Lochman, at 6:10 PM and 9:40 PM—five fast minutes of sports news, available now for fall and winter schedule.

★

. . . CALL ANY FREE & PETERS OFFICE

KMBC
OF KANSAS CITY
Only CBS Station
Serving Kansas and Missouri

RADIO NEWS REEL ABANDONS SERVICE

RADIO NEWS REEL, Hollywood transcribed spot news service operated by Victor Dalton, who also heads KMTR, that city, has been discontinued. Action is said to have followed a dispute Sept. 7 between Dalton and Matty Kemp, former screen actor, who recently joined the organization as editor of the service. The entire newsreel staff was reported released, and included besides Kemp, Howard Culver, producer; Robert De Vilbiss and Chuck Phillips, technicians; Allan Berg, reporter; George Jay, interviewer, and Hank Weaver, sports announcer and commentator. Weaver and Culver were reported as being rehired as members of the KMTR staff.

Although Dalton denied discontinuing Radio News Reel and stated that operations had been suspended only temporarily to reorganize, it is known in Hollywood that in notifying employes of their dismissal, he informed them the transcription service was being dropped. It is also understood that he wired all subscribers to that effect. Some 50 stations are reported to have subscribed to the service. Employes of KMTR, where Radio News Reel is housed, refused to discuss the situation. Dalton spent about three years in developing the service.

PETRILLO'S POLICE

Union Head Directs Members To Check Discs

TURN-TABLE operators for Chicago broadcasting stations have been put on police duty by James C. Petrillo, AFM president. In a special notice published in *Intermezzo*, official organ of the Chicago Federation of Musicians, he advised:

"A specific clause in the contract between the CFM and broadcasting companies reads as follows: 'On all music played by electrical transcriptions or recordings, an announcement that this music is electrically transcribed must be made at the beginning of the program and also at the finish of the program'. In some instances this is not being done. This is to advise turntable operators (better known as pancake turners) that they will be held responsible if they fail to report any and all violations of this rule to the local."

Shortened Schedule Refused

THE FCC has denied a request by KIUP, Durango, Colo., fulltime local, that its rules be waived to permit the station to sign off at 7:30 p.m. daily. Rule 3.71 requires all stations to operate a minimum of two-thirds of their licensed time, including two-thirds of the time between 6 p.m. and midnight.

Mighty Mike Shouts

"For Lower Cost Circulation BUY WFIL"

The Philadelphia Market—
—5,576,177 people within WFIL's ½ Millivolt Line
—5 Billion dollars spendable income
—1⅓ Billion dollars in retail sales

WFIL's Coverage—
—Equals WCAU's
—145% Greater than KYW's

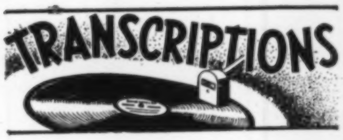
WFIL's Clear Signal—
The only Philadelphia network station completely encircling the whole of Philadelphia with a 25 Millivolt per meter signal as recommended by FCC.

WFIL's Rates
20% to 40% Under WCAU and KYW

These facts emphasize the findings of advertisers in the third largest national market—Philadelphia—that

FOR LOWER COST CIRCULATION
BUY—WFIL!
KEY STATION OF THE QUAKER NETWORK

NBC BLUE WFIL MUTUAL
Ed. Petry and Co.—National Representatives



TRANSCRIPTIONS

STANDARD RADIO announces the following new subscribers to its Standard Program Library Service: WOI, Ames, Ia.; WGAN, Portland, Ore.; WBNX, New York; WJNO, West Palm Beach, Fla.; WLAV, Grand Rapids, Mich.; WDAN, Danville, Ill.; WINX, Washington.

RECENT new accounts serviced by Transcription Service of WOR, Newark, are reported as follows: E. I. duPont de Nemours & Co., Wilmington, 12 one-hour *Cavalcade of America* programs, for release to the Association of School Film Libraries of New York; Easy Washing Machine Corp., New York, 20 five-minute records for distribution to salesmen; San Gabriel Wine Co., New York, 50 five-minute transcribed spot announcements; Conant Ball Furniture Co., New York, 50 five-minute sales recordings for salesmen; Peter Paul Inc., 16 one-minute spots and 51 pressings for spot broadcasts.

PREMIER RADIO Enterprises, St. Louis, reports transcribing a new series of announcements for Curlee Clothing Co., St. Louis, to be placed through the company's 150 dealers; also station-breaks to be placed through Anfenger Adv. Agency, St. Louis, for the New Jefferson Hotel of that city. In addition, Premier reports Briggs Hoffman Features is offering a new program titled *Postcard Auction* for national release.

BENNETT-DOWNIE & Associates Inc. new Hollywood production unit, with headquarters at 1357 N. Gordon Ave., has been formed by J. Bennett Downie, Rachford Harris and Herman Bruger. Firm will write, produce ad transcribe programs to order, and currently has in production the serial, *Captain Danger*.

UNITED STATES RECORD Corp., New York, has made a wartime arrangement with the Australian Record Co. Pty. Ltd., Sydney, to ship each month a series of master discs of popular phonograph numbers. They will be pressed in Australia and distributed through retail channels. War Monetary Control has sanctioned transfer of funds, and the customs quota allows entry under percentage of the firm's 1939 entries. Dr. Ralph L. Power, Los Angeles, is American representative.

HOLLYWOOD THEATRE of the Air, Hollywood production unit, has acquired radio rights to the play "The Forgotten Woman", and will co-star Peter Lind Hayes and Sibyl Bowan, co-authors, in a sponsored network broadcast this fall, according to John Beverly, executive producer-director.

CHERYL CRAWFORD, New York producer, has bought radio rights to the play, "Ah, Wilderness", and will co-star Frankie Thomas as the boy and Harry Carey as the father, on a series of sponsored broadcasts this fall.

WSPA-WORD

(A Pair of Selling Stations Serving a Pair of Buying States)

Located in the heart of the Nation's best balanced and fastest growing market—the Piedmont section of the Carolinas.

WSPA, 1000 watts on 920 daytime, and WORD, 250 watts, night and day, with CBS affiliation, furnish the REAL RADIO BUY in the Carolinas.

Owned and Operated
SPARTANBURG ADVERTISING COMPANY

Walter Brown, V. P. & Gen. Mgr.
Spartanburg, South Carolina

Nat. Rep.: *HOWARD WILSON CO.,*
New York - Chicago

Justice Dept. Broadens ASCAP Inquiry To Activity in the Transcription Field

FOLLOWING the policy of Assistant Attorney General Thurman Arnold of studying all indicated evils prevalent in an industry under investigation, the Department of Justice has broadened its inquiry into ASCAP to cover the transcription field. While no formal word has been forthcoming from the Department, an analysis of questionnaires recently dispatched to broadcasters, music publishers and other users of copyrighted music, clearly indicates such a course.

The Department last July sent questionnaires to all groups using copyrighted music to gather information for use in the revival of its five-year-old anti-trust suit against ASCAP pending in the Federal District Court for New York. Victor Waters, special assistant to the Attorney General, is in charge of the prosecution under Assistant Attorney General Arnold, who heads the Anti-Trust Division.

Early Action Foreseen

It was reported the Department is receiving replies to its detailed questionnaires from broadcasters, music publishers and motion picture exhibitors at a "satisfactory" rate. It is desirous, however, of completing this study as expeditiously as possible. It is felt the Department plans to seek early reopening of the trial soon, in anticipation of expiration of existing contracts of the broadcasting industry with ASCAP as of Dec. 31.

While no statement was forthcoming regarding the status of the Department's study, it was said that industry groups are cooperating splendidly. It was ascertained, too, that the Department is taking into consideration purported restraints imposed upon the interstate movement of transcriptions, presumably both by ASCAP and by edicts of the American Federation of Musicians. In the latter connection, it was also presumed the Department has had occasion to study testimony relating to the transcription and spot broadcasting field adduced during the FCC network-monopoly investigation of 1938-1939, still awaiting final decision by the Commission.

Cudahy Renews Serial

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), on Sept. 20 renewed for 52 weeks its five-weekly quarter-hour series, *Bachelor's Children*, on 18 CBS stations, the Don Lee network, and WGN, Chicago. Although the Don Lee contracts do not expire until March 1941, renewal on new contract form has been submitted since account recently changed agencies. Blackett-Sample-Hummert, Chicago, is agency.

Gordon in Gotham

GORDON BAKING Co., Detroit, on Sept. 9 started a campaign for Silvercup Bread using three New York stations for 13 weeks with the transcribed quarter-hour program titled *Miniature Reviews of the Passing Parade with John Nesbitt*. Each station carries a Monday through Saturday schedule, as follows: WABC, 7:40-7:45 a. m.; WEAF, 9:10-9:15 a. m., and WNEW, 5:05-5:10 p. m. Agency is Barton A. Stebbins, New York.

BING NOT TO QUIT
Merely Worried About Tunes, Asserts Brother

DENYING that Bing Crosby said he would "quit radio" unless he could use ASCAP music, Larry Crosby, the crooner's brother and manager, in a letter Sept. 5 to S. A. Cisler, manager of WGRC, New Albany, Ind., explained the artist's viewpoint in the BMI controversy.

According to the letter, "Bing did not say he would quit radio unless he could use ASCAP music, neither did he say he would not use BMI music, but he did express a doubt of his ability to make up a balanced program after the first of the year from BMI music exclusively."

The crooner's brother pointed to the difficulty of finding 15 hit tunes a week, for example, to supply Dick Powell, Bing and Bob Crosby, whose programs are heard on NBC-Red network Thursday evenings.

Work Begun by WHCU On New Studios, Offices

WHCU, Ithaca, N. Y., owned and operated by Cornell U, has started construction of new $25,000 studio quarters on the fourth and fifth floors of the local Savings Bank Bldg., according to General Manager M. R. Hanna. The new quarters, expected to be ready for use Oct. 1, will provide three studios, ranging from a large studio to accommodate full-size orchestras to a small interview studio along with a newsroom and control booths. Smith-Murray Corp., Syracuse, an affiliate of Johns-Manville Co., has been awarded the contract for acoustical treatment, with other contracts awarded to local concerns for heating, ventilating, carpenter and electrical work.

The house staff will number about 25, with an annual payroll of about $35,000, Mr. Hanna stated. Personnel of the station, in addition to Mr. Hanna, includes Sidney Ten Eyck, program director; Lew Trenner, sales manager; Prof. William C. Ballard, technical adviser; Prof. True McLean, engineer in charge of operating; William Moeder and Dr. Howard G. Smith, engineers.

New B & W Series

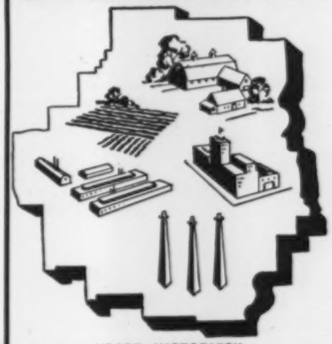
BROWN & WILLIAMSON Tobacco Co., Louisville, has reserved the 9-9:30 p.m. (CST) time on 65 NBC-Red stations for a new show for Wings King Size cigarettes. Contract for 52 weeks will go into effect on Oct. 4. With the start of the new program, B & W will sponsor five half-hours weekly on the Red network for its various tobacco products. Russel M. Seeds Co., Chicago, is agency.

AN INDICATION of how war has changed operations of the Canadian Broadcasting Corp. is shown in a report for June, 1940, when special war programs occupied 40 hours of broadcasting time, according to the station relations department. This was in addition to regular news bulletins.

SOS SOS SOS SOS

WANTED
Food, clothes, luxuries, appliances and supplies for 126,690 urban radio families.

WDZ COVERS A TRIPLE MARKET . . . . . .



URBAN—AGRICULTURAL
OIL PRODUCING

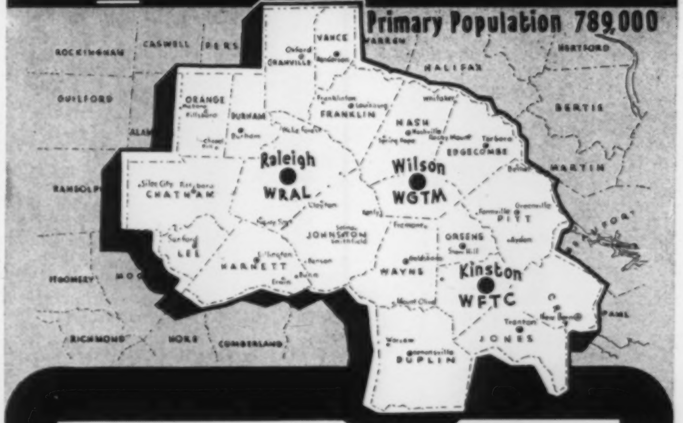
Don't miss the prosperous TRIPLE market commanded by WDZ! In addition to WDZ's rich agricultural area and the booming Southern Illinois oil fields, there's a busy urban and industrial area served by this lusty pioneer station—thorough coverage of Champaign-Urbana, Decatur, Danville, Bloomington, Terre Haute and dozens of smaller towns in this area. Hit this TRIPLE WDZ market!

HOWARD H. WILSON COMPANY
Special Representatives
New York • Chicago • Kansas City
San Francisco

"CASE HISTORIES"
WDZ received 1609 $5 orders and inquiries for Red Belcher's Guitar from fifty 15 min. programs.
WDZ received 9125 replies to Household Magazine's Contest with 52 spot announcements.

WDZ TUSCOLA ILLINOIS
★ WDZ BROADCASTING COMPANY ★

25% of the North Carolina Market at less than 15% of the State Radio Cost!



CAROLINA BROADCASTING SYSTEM
Affiliated with Mutual Broadcasting System ·

NORTH CAROLINA'S BUSINESS IS GOOD!

Franchise, income, sales and beverage tax collections in North Carolina in July and August, 1940, were 6.1% greater (at same rates) than in July and August, 1939.

That means that Tar Heels are doing more business, making more money, spending more and living better.

GET YOUR SHARE OF THIS INCREASED BUSINESS THROUGH WRAL—WGTM—WFTC—THE HEART OF EASTERN CAROLINA!

Contact GILL MURRAY, Gen. Mgr. WRAL, Raleigh, N. C., or Sears & Ayer, NEW YORK, CHICAGO.

Purely PROGRAMS

THREE WOMEN, known only by their first names—Blanche, Marina and Mary—in order to respect their private lives and to protect many of their friends in Europe, on Sept. 1 started a weekly series of half-hour Sunday broadcasts on WAAF, Chicago, titled *Three International Ladies.* Programs deal with happenings abroad from a woman's standpoint—stressing the poignant details and human interest background not included in military dispatches. All three have lived and traveled extensively in England and on the continent, and are in constant correspondence with friends who keep them informed on the rapidly changing social and economic affairs abroad.

Music Trends

THE development of modern popular music and its changes, as shown by changes in style of the leading dance orchestras, is the theme of *Words About Music,* half-hour daily series started Sept. 9 on WOV, New York. Illustrated with recorded selections, the program takes up one band each week, starting with Benny Goodman. Hal Davis, publicity director of Columbia Recording Corp., and Lester Lieber, musician and writer, conceived the program and collaborate on the scripts.

Dakota Debate

A NEW commercial show with a political slant, *North Dakota Quiz Show,* starts Sept. 16 on WDAY, Fargo, and KFYR, Bismarck. A group of citizens have joined together to sponsor the quiz in an effort to defeat an initiated measure in the coming fall election. Three-man teams are chosen from the Western and the Eastern parts of the State with one appearing in WDAY studios and another at KFYR. Each program includes three questions on the initiated measure, furnished by interested citizens, with both groups asked the same questions. Contestants in one studio cannot hear the answers of the opposition group, although listeners get both sides. Cash awards are given for correct answers. As the series ends, near election time, the six best contestants will meet in the finals, with extra prizes awarded.

* * *

Piano Progress

THE *Piano Facts and Fancies* program originated by WDAS, Philadelphia, in August, combines piano commercial copy with a practical demonstration direct from the store. Every morning at 10:45, Edmond Vechnin, concert pianist demonstrates five different makes of pianos during 15 minutes from the showrooms of the sponsoring Lester Piano Company. Instruments are sold on the installment plan with a year's free lessons. As the series progresses, demonstrations by advanced students will be included. Heretofore, the newspaper was the only media used by local music merchants for such sales campaigns. Jerry Stone, WDAS announcer handles the show.

* * *

Back to School

KROD, El Paso, is presenting a series of programs titled *Back to School.* Broadcasts are educational in nature and deal with problems affecting the school children of El Paso.

* * *

Recruiting Series

TO ASSIST the U. S. Marines in securing new recruits, KHJ, Los Angeles, has started broadcasting twice weekly, the half-hour transcribed program, *The Marines Tell It to You.*

AIRING a re-enactment of Patrick Henry's immortal "Give me liberty or give me death" speech from St. John's Church, WRVA, Richmond, tied in with the world premiere of "The Howards of Virginia", much of which was filmed within WRVA's broadcast area. Julian Ford (center), WRVA actor-announcer, portrayed the Patrick Henry role. Ira Avery (left), WRVA special events producer, and Bob Prettyman, Richmond Theatre Guild director, supervised the production and broadcast.

* * *

Traffic Quiz

WITH cooperation from the sheriff's office, police department and city school system, KARM, Fresno, Cal., has started a new Monday evening half-hour, *Traffic Jam,* on which rival teams of contestants are quizzed on traffic regulations and safe driving procedure. Winners are awarded prizes by local merchants, with extra awards for listeners sending in questions used on the program.

* * *

Demand for Marches

WIP, Philadelphia, in answer to countless requests for military band music, inaugurated a weekly series of band programs on Sept. 10, known as *Rhapsody of Marches.* The interest centered on Americanism and national defense is expected to promote an even greater interest in this type of music.

* * *

Philco Pickups

TO PROMOTE the new Philco photoelectric phonograph pickup, KYOS, Merced, Cal., and Devlin-Drew Co., San Joaquin Valley Philco distributors, have originated a new program originating in the lobby of a local hotel. The program features interviews with spectators, designed to bring out reactions to the new pickup.

MME. ZOBNA
WORLD'S FATTEST WOMAN
Tiny Tr...
Smalle... fro All Over Wor...
Dog Faced Boy
10 ¢
10 ¢
...ower & Knife ... De Luxe

IT GETS 'EM!

And the best way to "get them" in the rich, buyable Roanoke market is via the air-waves of WDBJ. You see, just about *all* of the radio families here-abouts crowd into *our* tent *most* of the time. That's because we give 'em a real show—and because we're the *only* station within 50 miles! We're waiting for the "go-ahead" sign to start getting attention for you. How about it? P.S. This territory buys BIG!—over $400,000,000 at retail alone!

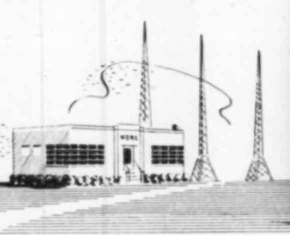
WDBJ ROANOKE, VIRGINIA

FREE & PETERS, Inc.
Exclusive National Representatives

Owned and Operated by the TIMES - WORLD CORP.

CBS Affiliate • 5000 Watts Day • 1000 Watts Night

Directional over New York



Now! 5000 WATTS DAY *and* NIGHT

WBNX YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET

Phone Quiz

USING telephone calls to ask questions, the new *Cash Drawer* quiz program is to start Sept. 19 on WHK, Cleveland. Cash prizes totaling $75 per program, plus grocery certificate awards for persons not at home when called, are featured The series is sponsored by William Edwards Co., volunteer grocery chain operators. Numbers called are chosen by selector wheels before the studio audience. Pinky Hunter, m.c., places the call, asks the question and repeats the answer for the audience. Cash award for correct answers are sent via Western Union messenger. Competition area includes all cities and towns within 50 miles of Cleveland. Gordon Vlchek Advertising Agency, Cleveland, handles the account.

* * *

Foreign Talent

COOPERATING with the British War Relief Fund, under whose auspices the series is being presented, KFWB, Hollywood, has inaugurated a weekly half-hour program titled *Freedom Speaks*. Subtitled, a program with a purpose, each show is complete in itself, and features foreign film players, with Alan Mowbray as m.c. Fred Ibbett onetime producer of the CBS *Hollywood Hotel* when sponsored by Campbell Soup Co., is in charge of the series. Leon Leonardi is musical director. Initial program featured Arch Oboler's dramatic sketch, "Suffer Little Children," and had Ida Lupino as guest star.

* * *

Youth Orchestras

NATIONAL YOUTH Administration symphony and concert orchestras in leading cities will furnish the music for CBS' Sunday morning series of 10:30-11 a. m. programs which start Sept. 29 under the auspices of a sponsoring committee composed of Mrs. Franklin D. Roosevelt, Mayor F. H. LaGuardia of New York, and James C. Petrillo, president of the AFM. Programs will be noncommercial and are an outgrowth of the recent NYA auditions through which Leopold Stokowski formed the All-American Youth Orchestra, currently on tour in South America.

* * *

Wife vs. Husband

A SERIES of commentaries on foreign affairs by Mrs. Clifton Utley, wife of famed Prof. Clifton Utley of Chicago U, on Oct. 8 will start on WJJD, Chicago, under the auspices of the Illinois League of Women Voters. The weekly series is expected to create a lively "air battle" since Mrs. Utley's views are sharply divergent from those of her husband who speaks on *Foreign Affairs* over another Chicago station. She has spent many years as traveller and lecturer.

Flag Waving

TO ALLEVIATE "patriotic inertia" WCAU, Philadelphia, has announced plans for an ambitious patriotic program on the theme, "Know Your Anthem—Show Your Flag", bearing the endorsement and active cooperation of the Philadelphia County Council of the American Legion. Centered around a weekly broadcast, *Of Stars & Stripes*, the WCAU-American Legion campaign will strive for a "reawakening of patriotism" through an acknowledged program of propaganda to encourage citizens to display the flag and to learn the words of the national anthem, "The Star Spangled Banner". WCAU also will distribute 100,000 six-inch window stickers, the back of which contains the lyrics of the anthem.

Wharf Notes

ORIGINATING on the municipal wharf at Santa Cruz, famous resort town about 40 miles distant, *The Man on the Wharf* has supplanted the man-on-the-street on KDON, Monterey, Cal. Sponsored by Nehi Bottling Co., San Jose, the feature presents Ad Fried as the man-on-the-wharf, and his wife as "Miss Nehi", interviewing visitors at the wharf. Participants receive a bottle of Royal Crown Cola, and if a pre-set alarm clock rings while an interviewee is at the mike, he receives a carton of six bottles.

* * *

All About Radio

WITH Graham McNamee as m.c., and an assortment of performers and laymen as guests each week, a new *Behind the Mike* series started Sept. 15 on NBC-Blue. The new series will probe behind the scenes in radio to provide listeners with glimpses of all the ramifications of broadcasting, from engineering to programming. The feature is heard Sundays, 5:30-6 p.m. [EDST].

* * *

Topics of the Day

CONTROVERSIAL issues of the day are discussed on *Sidewalk Sessions*, on KSCJ, Sioux City, Ia., daily at 5:15 p.m. Show is conducted by Charles Sebastian from the street where he interviews passersby. The program is a half-hour long, but only 15 minutes are broadcast.

IN BALTIMORE IT'S WFBR

NATIONAL REPRESENTATIVES EDWARD PETRY & CO.

ON THE NBC RED NETWORK

No outside market serves Georgia's second largest metropolitan market. We sell it . . . at the lowest per person cost of any medium.

WSAV
SAVANNAH

National Representatives
GEORGE P. HOLLINGBERY CO.

GET HOT!

WWVA

GA83 IO-ER CHICAGO ILL

RADIO STATION WWVA
WHEELING WESTVIR

RELET AS USUAL WE ACCEPT

YOUR SUGGESTION. GET HOT. .

The above telegram was received from a Chicago Advertising Agency and was in reply to a letter in which we recommended a certain WWVA handling of a new account. To us it represents forceful proof that we know WWVA listeners and how to get them to respond, like a book.

And how we like to GET HOT!

5,000 WATTS AT WHEELING, WEST VA.

COLUMBIA Station at Eleven-Sixty on 2,085,666 Radio Dials

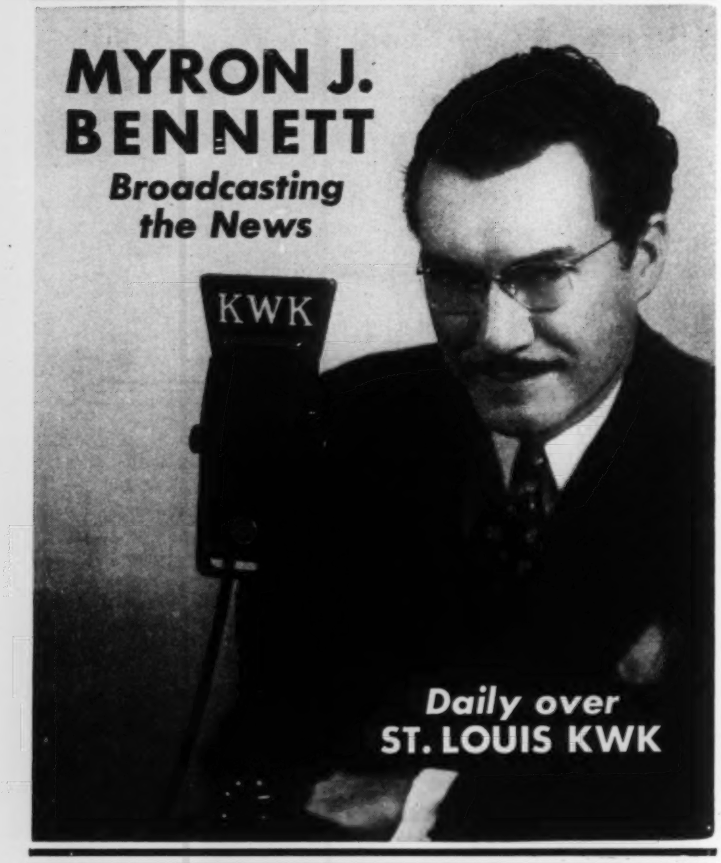
JOHN BLAIR CO — National Representatives

THE ODDS ARE OVER 2 to 1 ON THE RED

A Minute Spot on WMBG—the Red Network Station—costs only $15.00—Night time rate. A minute on the other leading Richmond Station—Night time rate—costs $35.00. That makes the money odds on the Red over 2 to 1.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG, NBC Red Outlet, Richmond, Va.

National Representative—John Blair Co.



MYRON J. BENNETT
Broadcasting the News

Daily over
ST. LOUIS KWK

KALAMAZOO
GRAND RAPIDS

COLUMBIA'S EXCLUSIVE FULL TIME OUTLET FOR WESTERN MICHIGAN !

WKZO
KALAMAZOO
1000 WATTS ... 590 KILOCYCLES

SERVING 708,596 PEOPLE IN THIS AREA
176,350 RADIO FAMILIES
FULL TIME OPERATION—18 HOURS DAILY
SERVING MICHIGAN'S SECOND LARGEST MARKET
THE KALAMAZOO AND GRAND RAPIDS AREA

Representative HOWARD H. WILSON New York • Chicago • Kansas City • San Francisco
JOHN E. FETZER President and General Manager

Montana Event

USING a roving announcer as well as its regular booth in the commercial display building, KGVO, Missoula, gave complete coverage of the special events at the recent Western Montana Fair and also promoted various products on display. A daily broadcast was conducted from the booth, mentioning all products advertised on the station, and in addition the roving announcer visited all other booths in the commercial display building, interviewing attendants about the products, implements and appliances on exhibit. Broadcasts of the regular features of the fair, including horse races, stage acts and other performances, were interspersed through the schedule of these commercial interviews.

* * *

Help Program Broadened

GEORGE PEPPERDINE Foundation, Los Angeles (philanthropic), sponsoring Hal Styles' *Help Thy Neighbor* on KFWB, Hollywood, has broadened the format of the weekly half-hour program. While formerly devoted exclusively to job finding, the program now aids people in numerous other ways. Persons with a reasonable request can make their public appeal via the program. *Help Thy Neighbor* is believed to be the only radio program which actually prohibits mention of the sponsor's name during a broadcast. The program has found jobs for more than 20,000 persons since going on the air a few years ago.

* * *

Favorite Candidates

A NEW FORM of political debate on WHN, New York, gives voters a chance to plug for the Presidential candidate they favor, then puts representatives of Roosevelt and Willkie on the same program to try to change or reinforce these views. Program entitled *On With the Argument* is broadcast Mondays, 9-9:30 p.m. Maurice C. Dreicer presides.

* * *

On the Campus

KRE, Berkeley, Cal., caters to college boys and co-eds with its *Views on Campus News*, Mondays at 9:45 p.m. until the end of the current semester. Social chat and a touch of sport news make up the items on the quarter hour.

* * *

For Hobbyists

A NEW program, *Hobby Roundtable*, recently started on KLS, Oakland, Cal. Persons in all walks of life are invited to come to the studios and talk about their hobbies. Hugh Turner conducts the show.

UNHAPPY INDEED was Announcer Bert Winn, of KROW, Oakland, Cal., when the winners of his Boy Announcers' Contest turned the tables on him armed with the latest *Ask Me Another* book. During August he conducted the contest to promote a special back-to-school sale on his *Question Wheel* program, sponsored daily by Money-Back Smith, Oakland clothier. After conducting Winn's programs Aug. 24, these two were given merchandise awards and guested royally at Treasure Island.

* * *

New Hobby Series

CONDUCTED by the U of Cincinnati Evening College in cooperation with the station's education department, *A Hobby for You* started Sept. 6 on WKRC, Cincinnati. Each weekly program is devoted to a single subject like creative writing, home gardening, amateur photography, popular astronomy, and each hobby discussed is offered in an evening college course at the University. Bernice Williams Foley, WKRC educational director, supervises and participates in the presentations.

* * *

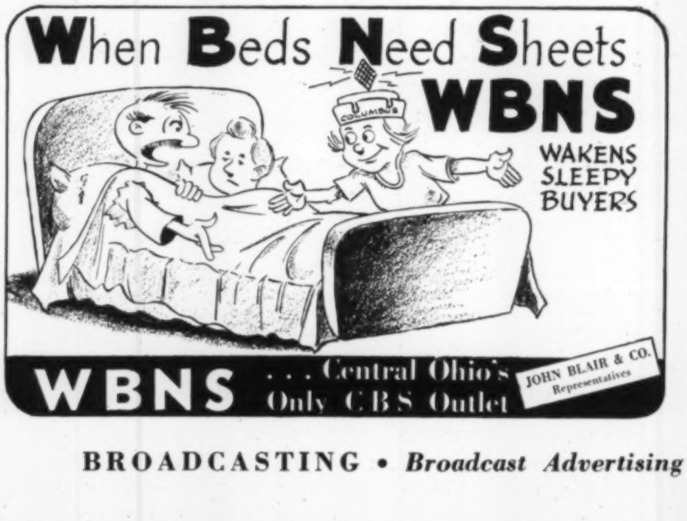
For Carriage Trade

TO ATTRACT trade from the ritzier Milwaukee sections, a new series starring Nancy Grey has been started for 26 weeks on WTMJ, Milwaukee, by The Grand, local women's wear store. The new feature, *Nancy Grey's Fashion Forecast*, is built around a panel discussion among women from various local clubs and civic groups. On each broadcast an authority on a subject of interest to women is guest.

* * *

Air for Immigrants

DESIGNED to aid immigrants seeking citizenship papers, a new *Americans All* series is to start soon on KSFO, San Francisco. Applicants for citizenship will be brought before the microphone to describe the manner of their training. It is also planned to arrange appearances by well-known citizens who came to San Francisco as immigrants.



When Beds Need Sheets
WBNS
WAKENS SLEEPY BUYERS

WBNS ... Central Ohio's Only CBS Outlet
JOHN BLAIR & CO. Representatives

FCC to Consider Proposals to Ease FM Applications

Fly Accedes to Request for Discussion of Questions

FORMAL conferences between committees of the broadcasting industry and the Administrative Board of the FCC, to modify new station application forms, especially for FM stations, have been arranged through FCC Chairman James Lawrence Fly.

Heeding industry complaints that the FM form (319) is far too stringent to encourage filing of applications, the FCC authorized the sessions, before making definite changes. Committees representing the NAB, National Independent Broadcasters and FM Broadcasters Inc., have been named to confer with the Administrative Board, at Chairman Fly's invitation.

Excessive Demands

Aside from the FM form, which is regarded as so far-reaching that it borders on the ridiculous, the Administrative Board also will consult with the committees representing the industry on modification of Form 309, which is mandatory for standard broadcast station applicants. This document, which supplanted the less comprehensive original application last spring, was used as the base for the FM form. But the Commission went even beyond these requirements in devising the FM application, which admittedly has discouraged many groups and individuals from seeking commercial FM facilities.

The conferences will cover only the application requirements. The FCC itself is expected to change its rules governing commercial FM, upon recommendation of its engineering department. These changes likely will enlarge the service area of so-called Class B stations, from 3,000 square miles to an area to be determined. Class C stations, it is expected, will be specified for dual-market and rural service of larger areas, with Class A stations restricted to local secondary market service. A clear-cut definition of service area also is under contemplation, to guide prospective applicants [BROADCASTING, Sept. 1].

The FCC administrative board is composed of General Counsel Telford Taylor, Chief Engineer E. K. Jett, Secretary T. J. Slowie and Chief Accountant William J. Norfleet. Mr. Taylor has been vacationing and Joseph L. Rauh Jr., acting general counsel, is presiding for the Law Department.

NAB President Neville Miller has designated Eugene C. Pulliam, president of WIRE, Indianapolis, as chairman of the NAB committee to confer with the FCC. Other members are W. C. Alcorn, WBNX, New York; P. J. Hennessey Jr., NBC Washington attorney; Kenneth Raine, CBS Washington attorney; Reed T. Rollo, Washington attorney for MBS; H. W. Batchelder, WFBR, Baltimore.

John Shepard 3d, president of FM Broadcasters Inc., following a conference Sept. 6 with Chairman Fly, named a committee of John V. L. Hogan, WQXR, New York; Philip G. Loucks, chief attorney for the FM Broadcasters at the hearings which resulted in the authorization of commercial operation, Frank W. Roberson, Washington attorney, and C. M. Jansky Jr., consulting engineer.

Harold A. Lafount, president of National Independent Broadcasters Inc., has named himself and Andrew W. Bennett, Washington counsel for the association, to sit with the FCC board. Meetings will be held, it was said, until definite conclusions are reached. The FCC, according to Chairman Fly, is anxious to act quickly.

The conferences began Sept. 12 and continued through Sept. 13, following meetings of the groups representing the industry. A cooperative spirit prevailed, it is reported, and broadcasters felt that preliminary understandings had been reached toward ameliorating the more onerous provisions of the FM form. Acting General Counsel Rauh, presiding at the sessions, indicated that the FCC would ask the industry groups to submit briefs in support of their oral suggestions.

Among those present at the sessions for the FCC, in addition to Mr. Rauh, were Andrew D. Ring, assistant chief engineer; William J. Norfleet, chief accountant; T. J. Slowie, secretary; David H. Deibler, T. L. Bartlett, and William H. Bauer, of the legal staff.

Among those present for the industry aside from committee members, were Russell P. Place, NAB general counsel; Paul F. Peter, NAB research director, and Herbert L. Wilson, New York engineer.

COOPERATING with the local Loew-Poli Theatre in publicizing the picture, "Foreign Correspondent", WELI, New Haven, Conn., moved its entire news department to the theatre lobby. Here Bill Dukeshire, WELI news editor, signs on a broadcast of United Press and local news. During the movie, seven daily news periods originated at the theatre.

Changes in Rigorous FM Rules Seen As FCC Hears Complaints of Industry

LIKELIHOOD of changes in FCC rules governing allocation standards for commercial FM stations is seen following a conference Sept. 6 of representatives of FM Broadcasters Inc., with FCC Chairman Fly, Chief Engineer E. K. Jett and Assistant Chief Engineer A. D. Ring. With less than 40 FM applications on hand, because of the rigorous requirements of FM rules, steps already have been taken to relax certain of these provisions. The net result of the changes accomplished, both in allocation requirements and in application forms, is expected to accelerate filing of applications.

The Engineering Department, in the light of information it has procured, is considering modification of mileage requirements for various classes of stations since most applications already filed seek substantial geographical areas.

Class B service stations are restricted to 3,000 square miles under the rules and include 22 of the 35 FM channels assigned. Recommendations include proposals that this limit be extended to perhaps 12,000 miles or even eliminated entirely, with assignments to be based on definite showings of retail trade areas or spheres of economic influence to be served.

There are seven channels assigned for so-called Class C service —the largest classification—but in this instance the requirement is that a substanial rural area must be covered. The smallest classification (A) has been assigned six channels for purely local service in areas serving up to 500 square miles. No change appears to be contemplated in this classification.

The special study is being conducted under the direction of Chief Engineer Jett and Assistant Chief Engineer Ring. Particular attention is being paid to trade area studies, presumably with the idea that stations should serve logical spheres of economic influence.

At the Sept. 6 conference John Shepard 3d, president of FM Broadcasters, advanced reactions of his group to the rules. Present with him were Walter J. Damm, WTMJ, Milwaukee; Philip G. Loucks, Washington attorney and chief counsel for FM Broadcasters at the hearings earlier this year, and Paul A. deMars, Yankee Network vice-president.

Mr. Shepard outlined to the FCC officials some aspects of a projected FM nationwide network which he is fostering, totally aside from his activities as president of FM Broadcasters Inc. [BROADCASTING, Sept. 1]. In that connection, the desirability of creating an integrated FM structure with sufficient coverage to afford both rural and urban service, was stressed.

The 25 prominent broadcasters who met in Chicago late last month in connection with the network project still are pursuing preliminary details. A committee of seven, headed by Mr. Shepard as chairman, and Herbert L. Pettey, general manager of WHN, New York, as secretary-treasurer, proposes shortly to retain a competent person, prominent in radio, to draft a prospectus for such a venture.

MILK FIRMS WAGE D. C. AIR BATTLE

WASHINGTON dairies and milk distributors have taken to the air in a bitter price battle centering on the relative merits of glass bottles and paper milk containers. Believed to be the first time a milk war has been waged exclusively by radio, the milk marketers are making heavy purchases of spot time on all four Washington stations— WRC-WMAL, WJSV, WOL.

The paper-glass controversy, hinging largely on the price factor, first arose in Washington about a year ago with the introduction of milk in paper containers through a large number of grocery chain outlets. From that time to the present the most active opposition to paper containers has arisen from High's Ice Cream Co., which owns a large dairy and also operates about 150 ice cream and dairy stores in the Washington, Baltimore and Richmond area.

After an opening flurry the controversy leveled off, until in August the Sanitary Grocery Co. built a dairy plant and started distribution of packaged milk through its 250 stores in the Washington area, meantime plugging its Lucerne Milk in paper containers and Lucerne dairy products to the exclusion of all others produced and marketed locally.

With the low-price factor equalized as between High's cash-and-carry product and competing milk in paper containers, and with other producers and distributors starting to market price milk to meet the competition, the controversy reopened and resolved squarely into a glass vs. paper battle. With challenge of its cash-and-carry operation, High's started using spot announcements daily on the four Washington stations. Copy, handled by Courtland D. Ferguson Agency, Washington, stressed the advantages of glass bottles with catch-lines like "See what you buy before you buy", "See the cream line", "No foreign taste", "You can't beat the bottle and you can't beat the price", "No second-best milk at High's."

FM Applications

APPLICATIONS for FM facilities have dwindled during the last two weeks, pending FCC action in cooperation with the NAB and FM Broadcasters Inc. to change the application forms and rules. The total at time of going to press was 37, with latest applications received from WHFC, Cicero, Ill., seeking 47.5 mc. to cover 2,885 sq. mi., 3,835,000 population; WEW, St. Louis, 44.3 mc. to cover 13,500 sq. mi., 1,682,000 population; KFRC, San Francisco, 43.5 mc. to cover 3,080 sq. mi., 1,428,331 population. In addition, KFSG, Los Angeles, asked permission to amend its original application to ask for 45.5 mc.

More for Treet

ARMOUR & Co., Chicago (Treet), on Sept. 2 added 18 stations to its *Your Treat,* featuring Charles Sears, tenor, schedule, making a total of 53 stations releasing the thrice-weekly feature. New stations are: WLW WGN WDBJ KTSA KGNC WCHS WCSC WMFD KHQ WNAX KTUL WFLA WSYR WMAS KMOX WAVE KDAL WBEN. Lord & Thomas, Chicago, handles the account.

An Advertiser's Dream!

WCBA-WSAN

LEHIGH VALLEY BROADCASTING CO.

ALLENTOWN, PA.

Here's Why!

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MARKET

AUDIENCE

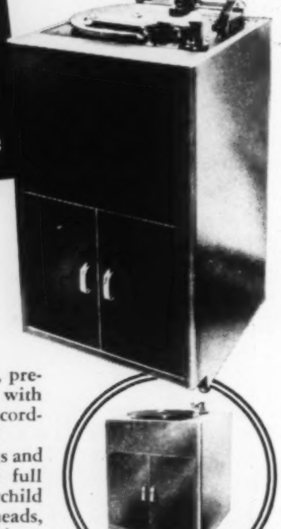
NO COMPETITION

TEST MARKET NUMBER 1

NBC RED & BLUE NETWORKS

QUAKER NETWORK

PENNSYLVANIA REGIONAL



Introducing... New CABINET MODEL FAIRCHILD Recorder and Turntable

Standard Ready-to-Use Units Which Surpass the Finest Custom-Built Equipment

Quiet reproduction, added beauty, precision timing . . . all are yours with Fairchild's new cabinet model Recorders and Transcription Turntables!

Special noise-reducing mountings and all-metal cabinets bring out the full excellence of precision-built Fairchild Turntables, Reproducers, Cutterheads, and Motors. Sleek gun-metal cabinets with chrome trim.

F-79 Recorder (41" high) has Fairchild Unit 199 Mechanism; F-81 Turntable (30" high) has Fairchild Unit 227 Mechanism.

For full details, write today!

F-79 Recorder (upper)

F-81 Transcription Turntable (lower)

Ask for Complete Literature on F-79 Recorder and F-81 Transcription Turntable

"...it had to satisfy Fairchild first"

FAIRCHILD

Sound Equipment Division

AVIATION CORPORATION

88-06 Van Wyck Boulevard Jamaica, L. I., N. Y.

Treaty Shifts Affect Many Stations

(Continued from page 14)

tions with power up to 5,000 watts; 170 Class III-A stations with maximum night power of 5,000 watts; 90 Class III-B stations with maximum night power of 1,000 watts; 459 Class IV stations with maximum power of 250 watts.

Six local station channels are retained, five of which are shifted upward and one (1500 kc.) shifted down to 1490 kc. For the first time channels in the band 1500 to 1600 kc., heretofore allocated on a 20 kc. separation, are placed in the conventional band with standard 10 kc. band width. The total number of channels in the entire band is 106.

One Less Regional

The number of regional channels was reduced from 42 to 41. All regional channel assignments below 630 kc. stand pat. Those in the range 780 kc. to 1120 kc. move up from 10 to 30 kc. All those from 1220 to 1430 kc. move up 30 kc.

Commissioner T. A. M. Craven was instrumental in procuring the treaty agreement in Havana during November and December 1937, after six weeks of rigorous negotiation. His chief lieutenant was A. D. Ring, assistant chief engineer in charge of broadcasting. In the nearly three years that have elapsed since the conference, FCC Chief Engineer E. K. Jett, Mr. Ring and his staff have devoted a vast amount of time to completion of the engineering details and necessary adjustments, at the same time seeking to disturb the status quo as little as possible. Devoting practically fulltime under Mr. Ring to this work have been Ralph L. Clark and H. U. Graham, broadcast engineers, and Maxine Colona, engineering department assistant.

Pushbutton-itis

SOME 10,000,000 pushbutton sets (estimated as now in use) will require recalibrating when the new allocations become effective next March 29. All stations on frequencies above 720 kc. will require these adjustments, simply accomplished by a service man at a cost of not more than $2, or by any listener who can read and handle a screw-driver.

The FCC, in its announcment, said that the agreement "typifies" the high spirit of cooperation among the participating nations.

Several orders were adopted by the FCC as part of its action. The most detailed [See page 80] amended the rules and regulations to accord with the treaty terms. The second extended all existing broadcast stations licenses from Oct. 1, 1940 to May 29, 1941, after which all licenses will be issued for a one-year period, consistent with the renewal categories in which they are staggered.

The Commission explained that if an application for renewal for regular operation beyond Aug. 1, 1941 has been filed, it will not be necessary to refile. Modified licenses to cover the new expiration date will not be issued. Licensees were instructed to post this order attached to their licenses in accordance with the rules governing posting of licenses.

Procedure to Be Followed

In another in the series of a half-dozen orders, announcements or public notices relating to the treaty, the FCC set forth the procedure to be followed by it and by licensees who desire to comment on the proposed allocation.

In the notice the FCC explained that it had made the allocation lists available for public inspection in its offices and that copies have been mailed to all existing licensees and applicants.

"Any holder of an outstanding instrument or authorization for the use of radiobroadcasting facilities or applicant therefore", the notice stated, "may, on or before Oct. 15, 1940, file in writing with the Commission such expression of views as he may desire with respect to the provisions of said notification, furnishing 14 copies of such expression of views".

No Vested Rights

The Commission said that neither the listing of any station with a particular classification or assignment in the notifications nor in the final lists is to be construed as "vesting any right in any station to the use of the frequency or classification specified."

In providing for reallocation and in preserving the present broadcast structure with minimum changes, it said the controlling consideration under the statute and the agreement "is the interest of the public in the establishment of an efficient radio communication service with adequate facilities".

In announcing adoption of the order modifying the rules and regulations, effective March 29, 1941, to accommodate the reallocation, the Commission said that any licensee or holder of a construction permit or applicant "may also file in writing with the Commission prior to Oct. 15, 1940, such expression of views as he may desire with respect to the reallocation provided for under the order and the rules as amended." In this instance too 14 copies must be furnished.

"For the reasons given above", the notice stated, "the Commission, in considering views submitted pursuant to the invitations extended above, will not entertain arguments suggesting any vested right in the use of any frequency or any right to the retention of any particular classification by any station. Such expressions of views as may be filed should be limited to matters having relation solely to the interest of the public in receiving radio service."

'Red' Grange on MBS

NATIONAL REFINING Co., Cleveland, which recently appointed Sherman K. Ellis & Co., New York, to handle advertising for White Rose gas and Enarco motor oils, on Oct. 4 is starting a series of twice weekly "football forecasts and postscripts" by the noted football player Harold "Red" Grange on 18 MBS stations, keyed from WHK, Cleveland. On Fridays, 7:15-7:30 p.m., Grange will pick the next day's winner, and Saturdays, 6:45-7 p.m., he will comment on the day's outstanding plays. Twelve of the stations carry the program direct, while KOIL, WSPD, KWK, WGN, WIRE and WNAX will record the broadcasts for rebroadcast.

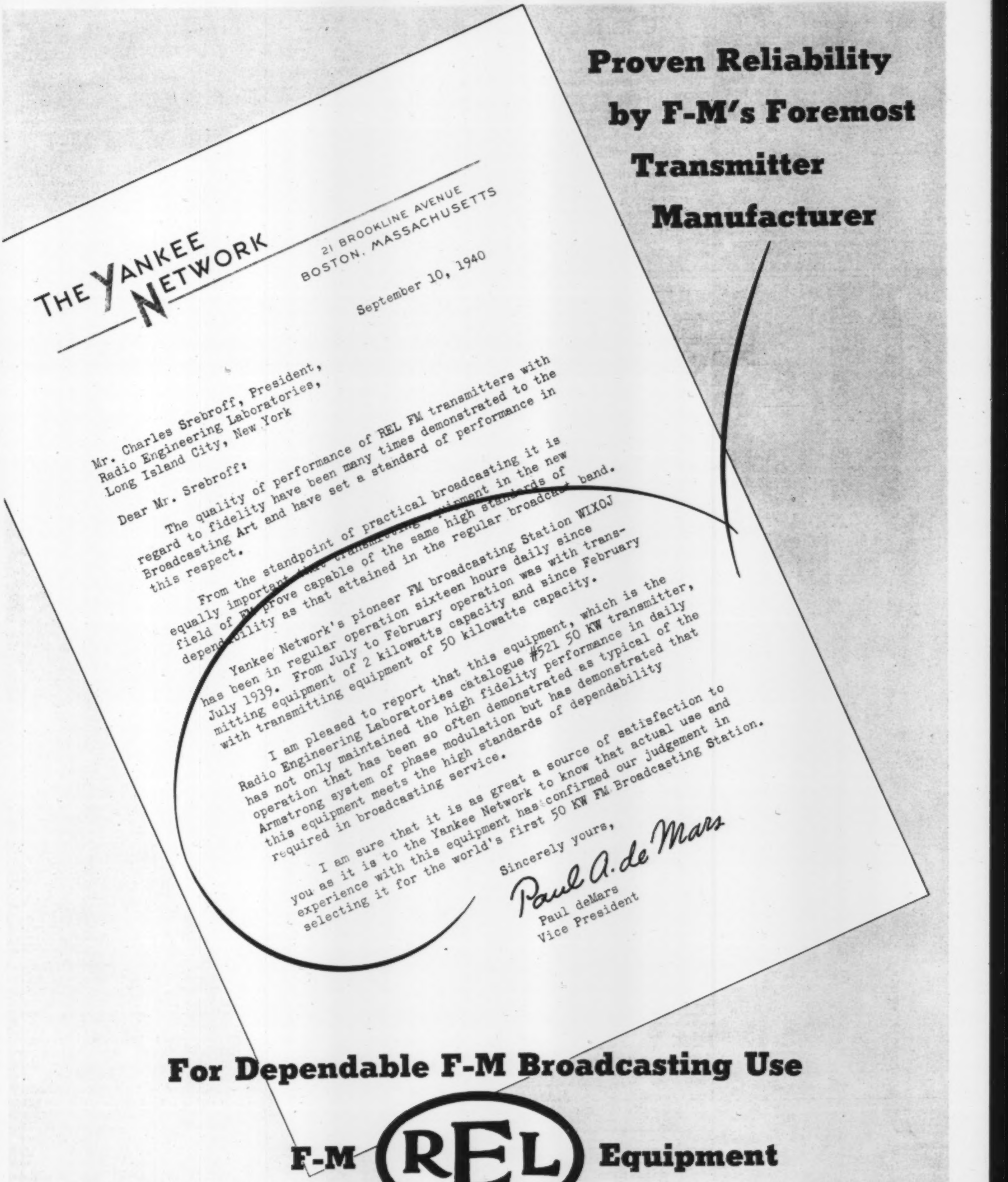
White Labs. Quiz

WHITE LABORATORIES, New York, which usually conducts a fall spot announcement campaign for Feen-a-mint on a large list of stations, plans sponsorship on MBS of the *Double or Nothing* audience participation program which has been running on WOL, Washington. Although time on Mutual has not yet been fully cleared, the program is scheduled to start Sept. 29 probably in the Sunday 6-6:30 p.m. period on about 80 stations. Definite details will be released later this month by Wm. Esty & Co., New York, the agency.

WIP to Show FM

WIP, Philadelphia, will present a public demonstration of FM broadcasting Sept. 23-25, according to Benedict Gimbel Jr., WIP president. The demonstration, providing a comparison between AM and FM transmission, will be opened to the public two hours daily, 4-6 p.m., on the 12th floor of the Gimbel Bldg. Two miniature networks will be used in the demonstration, to be conducted by D. Lee Chestnut, General Electric engineer.

Proven Reliability by F-M's Foremost Transmitter Manufacturer



THE YANKEE NETWORK

21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS

September 10, 1940

Mr. Charles Srebroff, President,
Radio Engineering Laboratories,
Long Island City, New York

Dear Mr. Srebroff:

The quality of performance of **REL FM** transmitters with regard to fidelity have been many times demonstrated to the Broadcasting **Art** and have set a standard of performance in this respect.

From the standpoint of practical broadcasting it is equally important that transmitting equipment in the new field of FM prove capable of the same high standards of dependability as that attained in the regular broadcast band.

Yankee Network's pioneer **FM** broadcasting Station WIXOJ has been in regular operation sixteen hours daily since July 1939. From July to February operation was with transmitting equipment of 2 kilowatts capacity and since February with transmitting equipment of 50 kilowatts capacity.

I am pleased to report that this equipment, which is the Radio **E**ngineering **L**aboratories catalogue #521 50 **KW** transmitter, has not only maintained the high fidelity performance in daily operation that has been so often demonstrated as typical of the Armstrong system of phase modulation but has demonstrated that this equipment meets the high standards of dependability required in broadcasting service.

I am sure that it is as great a source of satisfaction to you as it is to the Yankee Network to know that actual use and experience with this equipment has confirmed our judgement in selecting it for the world's first 50 **KW FM** Broadcasting **S**tation.

Sincerely yours,

Paul A. de Mars

Paul deMars
Vice President

For Dependable F-M Broadcasting Use

F-M REL Equipment

Tip Magazine Test

EDITORS & PUBLISHERS Service Co., New York, the end of August started 12 weekly spot announcements on KTEM, Temple, Tex., and KARM, Fresno, as a test campaign to interest subscribers in its *Contest Tips* magazine. If the test proves successful, more stations may be added, according to Casper Pinsker Adv. Agency, New York, the agency.

WITH the inauguration of the new 50,000-watt HJCS, Bogota, Colombia, to be known as Radio Continental and to operate on 920 kc., Pan American Broadcasting Co., New York, announces it has been selected as representative in this country.

Changes Unspecified in Treaty

(Continued from page 13)

WNAD, Norman, Okla., now on 1010, are shifted to 690 kc. and earmarked for possible 50,000-watt operation. KOMA, Oklahoma City, and the Fred Jones Broadcasting Co., Tulsa, are applying for the same facility, however.

WHN, New York, also on the 1010 kc. channel, which goes to Canada as a 1-A channel, is shifted to 1050 kc., and also is slated for 50,000 watts. WNOX, Knoxville, shifts from 1010 to 990 kc. with its present power of 5,000 watts night and 1,000 watts day, unlimited time, but presumably can procure substantially higher power as a Class II station.

WAPI, Birmingham, shifts from 1140 to 1070 kc. with 50,000 watts, along with KNX, Los Angeles CBS 50,000 watter. KFBI, Wichita, recently was given fulltime on the channel with 5,000 watts day, and 1,000 watts night.

WWVA, Wheeling, is shifted from 1160 to 1170 kc. with KVOO, Tulsa, both with proposed 50,000-watt transmitters, as Class I-B stations under the treaty. KVOO now uses 25,000 watts and WWVA 5,000 watts.

Local Stations Shifted

Local stations shifted, with 250 watts, to new frequencies other than those originally contemplated because of lack of adequate frequency separation in their metropolitan areas, are WELL, Battle Creek, 1420 to 1370; WMBC, Detroit, 1420 to 1370; WKEU, Griffin, Ga., 1500 to 1450; KYSM, Mankato, Minn., 1500 to 1230; WOC, Davenport, Ia., 1370 to 1450; WGL, Fort Wayne, 1370 to 1450; WIBM, Jackson, Mich., 1370 to 1450; WHLS, Port Huron, Mich., 1370 to 1450; WGIL, Galesburg, Ill., 1500 to 1400; and WCAZ, Carthage, Ill., 1070 to 1080 (as a Class II station, but with its present power of 1,000 watts daytime only).

WHOM, Jersey City, was shifted from 1450 to 1560 kc., as a Class II station with 1,000 watts local sunset and 500 watts night, because of lack of adjacent channel separation with other stations in the area.

ALMOST
TWICE
AS MANY
LOCAL
ADVERTISERS
Use

NBC STATION
WTCN
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AS USE ANY
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Be wise . . . profit by the experience of topflight local stores and leading manufacturers. Use WTCN in the Twin Cities market.

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WCAU Seeks Actors

WCAU, Philadelphia, has announced plans to operate a central casting bureau in order to seek new talent called for by a heavy dramatic program schedule. Services of the bureau will be available to all other Philadelphia stations at no cost, according to Stan Lee Broza, WCAU program director, who will supervise the project. A detailed filing system will be built up after prospective talent is registered and auditioned.

FARMER'S No-Third-Term-Democrats has purchased 48 quarter-hours on KGKO, Fort Worth, and the Lone Star Chain. The series originates in Dallas and runs until Nov. 2, heard 6:30-6:45 a.m. every weekday. The The Lone Star Chain recently carried nearly two hours of the Anti-Third Term Democrat rally from Dallas at regular political rates.

Get on
WJHP's new highway
to Jacksonville's
buyways!

NBC BLUE
WJHP
JACKSONVILLE
FLORIDA

H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA

Canada News Settlement Is Discussed at Meeting

NO DECISION was reached, as far as can be learned, at a Sept. 9 Ottawa meeting on the sponsorship of newscasts between the Canadian Press and the Board of Governors of the Canadian Broadcasting Corp. It is understood on good authority that the Canadian Press and the Canadian Daily Newspaper Assn., will further discuss the question at a special meeting in mid-September. From this source it is learned that the CBC is in all probability trying to persuade the Canadian Press to follow its similar organization, Associated Press, in the United States, and allow CP news to be commercially sponsored. A large percentage of newspaper publishers in Canada do not own radio stations and are against the sponsorship of news. At present the CBC buys CP news for non-sponsored newscasts at $20,000 a year for the CBC national network.

Some change is to be made on Jan. 1, 1941, in regard to sponsored newscasts [BROADCASTING, Sept. 1] and since the Canadian Assn. of Broadcasters has been assured by the CBC that a method of sponsored newscasts suitable to its memoranda will be put into force, the assumption that the CP is being persuaded to sell its news for sponsorship is a likely one.

XENT to 990 Kc.

ASSIGNMENT to 990 kc. of XENT, Nuevo Laredo, Mexico, across from Laredo, Tex., in lieu of 810 kc., was announced by the Mexican communications ministry in its official log for September, 1940. The border station heretofore has been assigned to the clear channel occupied by WCCO, Minneapolis, while 990 kc. is assigned to WBZ, Boston-WBZA, Springfield. XENT is listed as having 50,000 watts present power but 150,000 watts authorized. Other border stations, including Dr. John R. Brinkley's 180,000-watts XERA at Villa Acuna, across from Del Rio, on 960 kc., and XEAW, 100,000-watt station at Reynosa, below Dallas, on 1020 kc. retained present assignments, according to the log. Under the Havana Treaty, due to become effective next March 29, all border stations are slated for deletion.

WJPF on The Air

WITH a special dedicatory broadcast Sept. 1, the new WJPF, Herrin, Ill., authorized to Postmaster Orville W. Lyerla by the FCC in July, 1939, to operate with 250 watts on 1310 kc., went on the air Aug. 28. The personnel of the station includes Charles R. Cook, former owner of WSOY, Decatur, Ill., manager; Ernie May, from WEBQ, Harrisburg, Ill., commercial manager; Fred Reinhardt previously with WTRC, WHBF, WGIL and WSOY, program director; June Janess, of WCFL and WTAX, continuity director; Doug Hadley, from WTAX and WCBS, and Bud Barbee, of WIL, St. Louis, announcers. Chief engineer is Milburn Stuckwish, formerly with KITE, Kansas City, and his staff will be Lynton Lemond, from WPAD and WHOP, and Bill Dietz, recently with KITE. Studios and control room are RCA equipped throughout and a 190 ft. Wincharger radiator has been erected.

ARIZONA'S first 5,000-watt transmitter, and the inland Southwest's first directional antenna array are now under construction by KTAR, Phoenix, to be housed in this modernistic building. Construction will be completed and the new Western Electric transmitter installed by Nov. 15, according to Dick Lewis, head of KTAR and general manager of the ABC network. Two series-fed vertical radiators, one 400 feet and the other 300, both locally constructed, will be used by the 5,000-watt station on 620 kc. In addition to the new completely air conditioned transmitter building, located on a 40-acre tract in Northeast Phoenix, the expansion program includes remodeling and enlargement of the station's downtown offices and studios atop the Heard Bldg.

Shortwave Shifts Asked by Crosley

A PLAN for a small-scale reallocation of international broadcast frequencies was proposed to the FCC Sept. 9 by Crosley Radio Corp., in a petition for reconsideration of its Aug. 22 action authorizing CBS to build a second station at Brentwood, L. I., and take over the facilities of WCAB, international shortwave adjunct of WCAU, Philadelphia [BROADCASTING, Sept. 1].

The petition, filed by William J. Dempsey and William C. Koplovitz, Crosley counsel, stated the FCC would not have taken the action in respect to CBS if it had been aware of the benefits which would accrue through a different plan of allocation. It proposed changes in international broadcast shortwave frequencies affecting four of the licensees.

For the Crosley shortwave station, WLWO, the petition asked that 9590 kc., given WCAB, be allocated to WLWO for fulltime operation on the ground that the Cincinnati station has first claim to it and since WCAU actually is relinquishing its station. Insofar as CBS is concerned, the petition said it already has 9650 kc. in the same band for WCBX, now being moved to Brentwood. WLWO claimed it needed 9590 immediately, to improve its South American coverage.

WLWO also asked for fulltime assignment on 15250 kc., one of the two channels in that band now assigned to World Wide Broadcasting Co., Boston. In so doing, it would relinquish its time-sharing assignment on 15,270 to CBS, enabling fulltime operation.

The Crosley outlet also asked for assignment on 11710 kc., a new frequency not now assigned, and then would relinquish 11870 kc. to WPIT, Pittsburgh, operated by Westinghouse, on which the two stations now share time.

Finally, WLWO asked for an increase in power from 50,000 to 75,000 watts. It claimed that by such a shift, all of the outlets would be benefited with fulltime frequencies in the more efficient bands.

Paid Anyhow

FOR WEEKS the 12-piece orchestra of KSFO, San Francisco, has been rehearsing one hour daily, but the orchestra never gets on the air. Every pay day each member draws his check, in keeping with the union scale. But KSFO, CBS affiliate, is so loaded with commercials and network programs that there isn't a spot for its own house orchestra.

Seeking Thompson Sponsors

REGIONAL BROADCASTERS Assn., New York, is continuing its campaign to line up advertisers for cooperative sponsorship of Dorothy Thompson news comments on NBC-Blue, Fridays, 7:15-7:30 p.m., now tentatively scheduled. Agency is Stockton, West & Burkhart, Cincinnati.

IN JERSEY'S FLOOD
Stations Jump Into Action to Assist the Public

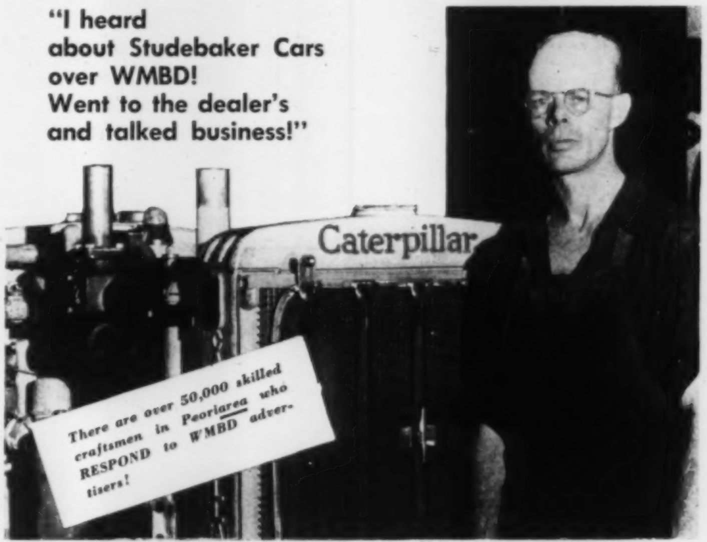
PHILADELPHIA and Atlantic City radio stations were active over the Labor Day weekend when flood rains in Southern New Jersey crippled normal transportation and communication facilities. Permanent Quaker Network lines from WSNJ, Bridgeton, N. J., to WFIL, Philadelphia, put Mutual in the heart of the flooded area. With all roads blocked and mobile units unable to reach Bridgeton, where two bridges had been washed away and the town was in peril, WSNJ originated two MBS broadcasts with the surging river's roar as a background. WFIL maintained a steady schedule of flood and hurricane news, keeping contsant telephone contact with the New Jersey State Police at Trenton.

With a portable radio transmitter and receiver, through which he received vital directions from an amateur operator living near Medford Lakes, N. J., Willard Botts, WIP engineer, aided in the rescue of five persons marooned in their one-story summer bungalow near the resort colony. The Saturday preceding Labor Day, Milton Laughlin, WHAT manager, started broadcasting weather reports direct from Atlantic City. Direct telephone communication was set up between WHAT and WFPG, Atlantic City, with George Thomas, WFPG assistant program director, calling in first-hand information of weather conditions, water temperature and air temperature to give listeners a warning of the coming storm. WBAB, Atlantic City, broadcast frequent bulletins about the South Jersey road washouts and weather conditions. Motorists were told which detours to take as soon as roads were again opened to travel.

EFFECTIVE Sept. 14, Brooke, Smith & French Inc., Detroit advertising agency, became Brooke, Smith, French & Dorrance Inc., the name heretofore used only by the New York division of the agency. The move was explained as due to a desire to unify the name of the Eastern and Western divisions, which for several years have operated under identical ownership and management. The company will continue under same direction.

CHNS
THE KEY STATION OF THE MARITIMES
Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.
or JOE WEED
350 Madison Ave.
New York

"I heard about Studebaker Cars over WMBD! Went to the dealer's and talked business!"


Caterpillar
There are over 50,000 skilled craftsmen in Peoriarea who RESPOND to WMBD advertisers!

Picture, courtesy Caterpillar Tractor Co.

"Come to Peoriarea", say the people of Central Illinois. ". . . . . a prosperous region where industry and agriculture balance almost 50-50 in a concentrated population of over 600,000." ". . . . . . a region that pays over $80,000,000 annually in wages." So, to advertisers, we say: "Come to WMBD, the ONLY radio station in Peoriarea that completely blankets this rich, vital market." It's a wise choice, to test any radio sales campaign effectively!

National Representatives:
FREE & PETERS, Inc.

TEST SPOT of the MIDDLEWEST
THE HEART OF ILLINOIS
MEMBER C B S NETWORK
WMBD
PEORIA, ILLINOIS

IN THE HEART OF THE MOTOR INDUSTRY!
WCAR
1000 *Streamlined* WATTS
LET US SEND YOU THE AMAZING STORY OF OUR COVERAGE AT LOW COST
WCAR
PONTIAC, MICHIGAN
National Representatives
RADIO ADVERTISING CORP.
New York · Chicago · Cleveland

"HERE'S WHAT I SAW"
An Excellent
5 Minute Transcribed Program
Hollywood Airshows
1041 N. Las Palmas Ave.
HOLLYWOOD, CAL.

FCC Order Changing Broadcast Allocations Rules . . .

WITH the promulgation of its new allocations for standard broadcast stations under terms of the Havana Treaty, the FCC Sept. 10 adopted an order amending its rules and regulations to make them conform to the treaty provisions. The order, announced Sept. 11, follows in full text:

The Commission having under consideration the provisions of the North American Regional Broadcasting Agreement; and

WHEREAS, it is necessary to make and amend rules and regulations of the Commission and prescribe restrictions and conditions in order to carry out the provisions of said Agreement; and

WHEREAS, the carrying out of said Agreement requires readjustment in the allocation of frequencies available for assignment to standard broadcast stations; and

WHEREAS, the United States is required under said Agreement to furnish the several countries signatory thereto, at least 180 days before the effective date thereof, with lists showing "broadcast stations actually in operation", "changes authorized to be made with respect to said stations", and "new broadcast stations authorized but not yet in operation"; and

WHEREAS, said lists are available for public inspection at the offices of the Commission, and copies thereof have been furnished all licensees of standard broadcast stations and all applicants for standard broadcast facilities; and

WHEREAS, following the conclusion of the conferences provided for under Article III, Section 1, of said Agreement, and the resolving, in accordance with the provisions thereof, of any conflicts which may arise, the Commission will enter appropriate Orders in the premises;

IT IS ORDERED, that effective March 29, 1941, Sections 3.25 to 3.29, both inclusive, and 3.34 of the Rules and Regulations of the Commission be, and the same are hereby, repealed; and Sections 3.25 to 3.29 and 3.34 as set forth in Annex A hereto, be, and the same are hereby, adopted.

ANNEX A

Amendments to Rules and Regulations Governing Standard Broadcast Stations

3.25 Clear Channels: Class I and II Stations—The frequencies in the following tabulation are designated as clear channels and assigned for use by the classes of stations as given:

(a) To each of the channels below there will be assigned one Class I station and there may be assigned one or more Class II stations operating limited time or daytime only: 640, 650, 660, 670, 700, 720, 750, 760, 770, 780, 820, 830, 840, 850, 870, 880, 890, 1020, 1040, 1100, 1120, 1160, 1180, 1200, and 1210 kilocycles. The power of the Class I stations on these channels shall not be less than 50 kilowatts.

(b) To each of the channels below there may be assigned Class I and Class II stations: 680, 710, 810, 940, 1000, 1030, 1060, 1070, 1080, 1110, 1130, 1140, 1170, 1190, 1500, 1510, 1520, 1530, 1550, and 1560 kilocycles.

(c) For Class II stations located not less than 650 miles from the nearest Canadian Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 690, 740, 860, 990, 1010 [1] and 1580 kilocycles.

(d) For Class II stations which operate daytime only with power not in excess of 1 kilowatt and which will not deliver over 5 microvolts per meter ground wave at any point on the nearest Mexican Border, 730, 800, 900, 1050 [2] 1220 [3] and 1570 kilocycles.

(e) For Class II stations located not less than 650 miles from the nearest Cuban Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 1540 kilocycles.

3.26 Regional channels: Classes III-A and III-B stations.—The following frequencies are designated as regional channels and are assigned for use by Class III-A and III-B stations [4]: 550, 560 [5], 570 [5], 580, 590 [5], 600, 610, 620, 630 [5], 790, 910, 920, 930, 950, 960, 970, 980, 1150, 1250, 1260, 1270 [5], 1280, 1290, 1300, 1310, 1320, 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590, and 1600 kilocycles.

3.27 Local channels: Class IV stations.—The following frequencies are designated as local channels and are assigned for use by Class IV stations: 1230, 1240, 1340, 1400, 1450, and 1490 kilocycles.

3.28 (a) The individual assignments of stations to channels which may cause interference to other United States stations only, shall be made in accordance with the standards of good engineering practice prescribed and published from time to time by the Commission for the respective classes of stations involved. (For determining objectionable interference see "Engineering Standards of Allocation" and "Field Intensity Measurements in Allocation", Section C.)

(b) In all cases where an individual station assignment may cause interference with or may involve a channel assigned for priority of use by a station in another North American country, the classifications, allocation requirements and engineering standards set forth in the North American Regional Broadcasting Agreement shall be observed.

3.29 On condition that interference will not be caused to any Class III station, and that the channel is used fully for Class III stations and subject to interference as may be received from Class III stations, Class IV stations may be assigned to regional channels.

3.34 Normal license period.—All standard broadcast station licenses will be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of 1 year, expiring as follows:

(a) For stations operating on the frequencies 640, 650, 660, 670, 680, 690, 700, 710, 720, 730, 740, 750, 760, 770, 780, 800, 810, 820, 830, 840, 850, 860, 870, 880, 890, 900, 940, 990, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, and 1580 kilocycles, February 1.

(b) For stations operating on the frequencies 550, 560, 570, 580, 590, 600, 610, 620, 630, 790, 910, 920, 930, and 950 kilocycles, April 1.

(c) For stations operating on the frequencies 960, 970, 980, 1150, 1250, 1260, 1270, 1280, 1290, 1300, 1310, and 1320 kilocycles, June 1.

(d) For stations operating on the frequencies 1330, 1350, 1360, 1370, 1380, 1390, 1410, 1420, 1430, 1440, 1460, 1470, 1480, 1590 and 1600 kilocycles, August 1.

(e) For stations operating on the frequencies 1230, 1240 and 1340 kilocycles, October 1.

(f) For stations operating on the frequencies 1400, 1450, and 1490 kilocycles, December 1.

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[1] A station on 1010 kilocycles shall also protect a Class I-B station at Havana, Cuba.

[2] See North American Regional Broadcasting Agreement for use of this channel by a station in New York (Appendix I, Table IV).

[3] See Agreement with Mexico for further use of this channel.

[4] See Section 3.29 in regard to assigning Class IV stations to regional channels.

[5] See North American Regional Broadcasting Agreement for special provision concerning the assigning of Class II stations in other countries of North America to these regional channels. Such stations shall be protected from intereference in accordance with Appendix II, Table I, of said Agreement.

Spots to Sell FM Sets

FREED RADIO Corp., New York, from Oct. 1-15 is starting a campaign of daily station-break and one-minute spot announcements for its Freed-Eisemann FM radio receivers in regions where FM is contemplated or is already in operation. New York and Boston are the first two of a series of 11 areas to be covered in the campaign, according to the company. The account is handled direct.

Actions by FTC

PROCTER & GAMBLE Co., Cincinnati, has entered into a stipulation with the Federal Trade Commission to cease certain advertising claims for Ivory Soap. The FTC announces a stipulation from May Seed & Nursery Co., Shenandoah, Ia., along with Miller Chemical Co., Omaha, to cease certain claims for Miller's Liquid Hog Medicine. Lambert Pharmacal Co., St. Louis, was charged with misleading claims for Listerine Antiseptic. Other stipulations have been received from Akron Lamp & Mfg. Co., Akron, O., for Diamond Radiant Heaters, and Nitragin Co., Milwaukee, for Nitragin, a seed inoculant. Scholl Mfg. Co., Chicago, is charged with misrepresenting Dr. Scholl's Zino-Pads.

NEWEST radio oasis in Arizona is KYCA, Prescott, housed in this modernistic building. The new station, operating on 1500 kc., with 250 watts, is an affiliate of Arizona Broadcasting Co., keyed from KTAR, Phoenix. It was dedicated last month by Gov. R. T. Jones.

··Now Operating Full Time··
POWER OF 1000 WATTS
KFRO
LONGVIEW, TEXAS
Voice of East Texas

ARK.
LA.
LONGVIEW
TYLER
MARSHALL
ATHENS
CARTHAGE
CENTER
MANSFIELD

KFRO is the only regional station in East Texas serving 30 counties, 26 of which are located in East Texas—home of the world's largest oil field—4 in Western Louisiana and 2 in Arkansas.

Why not reach this vast empire of 1,000,000 people with your sales message?

For further information consult our National Representative or James R. Curtis, Longview, Texas.

COVER *East Texas from the* CENTER

HAY-ADAMS
HOUSE

In hospitality, charm and dignity as well as service and cuisine, the Hay-Adams House perpetuates these two great names. An ideal location, directly opposite the White House, overlooking beautiful LaFayette Park. Write for free "Guide to Washington."

From $3.50 Single $5. Double
Completely Air Conditioned

SIXTEENTH STREET AT H
WASHINGTON
D.C.

KFRC
NOW ON 5000 WATTS FULL TIME!

KFRC's evening signal now increased to 5,000 Watts. KFRC now has dominant day and night coverage in 33 Northern California Counties.

Primary Coverage Day and Night:
Radio Homes—701,778
Radio Listeners—2,462,382

Net Users Duplicate New York Markets

26 Spot Accounts Doubling on WHN

Leading Net Time Buyers Use Multiple Shots in New York

REDUCED to conservative mathematics, the metropolitan audience delivered by any of the leading N. Y. independent stations towers over the usual metropolitan network audience obtained in such cities as Cincinnati, Minneapolis, Dallas - Ft. Worth, Indianapolis, Kansas City, or Rochester. The latter cities are cited merely as examples. Here's how the situation figures out:

The median C. A. B. rating for network evening shows in key cities is around 10%. That means that the median families delivered in the cities listed below is as follows:

Cincinnati	15,000
Kansas City	13,000
Minneapolis	12,877
Dallas-Fort Worth	12,323
Providence	12,145
Rochester	10,000
Indianapolis	11,567

By contrast, the New York metropolitan area has 1,728,000 radio families of which 172,800 are deliverable on the average chain show. However, if the independent, WHN, can produce as much as a 1% audience (a very conservative mark to shoot at), some 17,280 families are wrapped up into a package bigger than any of the chain packages in the cities mentioned in the chart above.

The 17,280 homes you'll get on WHN (based on the conservative one percent) doesn't tell the whole story. New York's 50-mile area, which is covered by the city's major spot stations, is composed of large cities — such as Newark, Jersey City, New Haven and Bridgeport, all of which are listed among the nation's top 30 cities—while the stations in the cities used for the comparisons above go into the rural, less densely populated hinterland.

Larger Audience Is Provided by WHN Than Network Outlets in Other Cities

TREND toward supplementing by big network advertisers of their coverage of the huge New York metropolitan area with campaigns on one or more independent stations has recently assumed proportions of a parade.

Started barely two years ago, the practice was an exception to the rule at that time, but now a majority of the 20 leading network advertisers are using at least one New York independent in addition to regular network outlets. WHN, for example, has 17 NBC advertisers, seven CBS sponsors and two Mutual clients. Latest to join the parade are Mars Candy, using a big station-break schedule on WHN, and Old Gold, with a heavy schedule of sports flashes, results and resumes two hours daily, with Clem McCarthy at the mike.

Purely spot advertisers are buying multiple New York outlets instead of confining themselves to a single station as in most other markets. Among them are Peter Paul Inc., Pepsi-Cola, Stanback, Gardner Nurseries, Blue Ribbon Books, Shell Oil, J. B. Williams and Utilities Engineering Institute.

Back of the trend is the fact that New York's concentration of humans and wealth includes 15% of the nation's buying power and 12% of all U. S. radio families. Obviously no one program or station can blanket this variegated structure, advertisers sifting the pay dirt by working more than one stream at a time and throwing the law of averages their way.

Such a huge potential audience calls for every type of program in almost every language. It is obvious that at least one of New York's 20 stations is carrying at this very minute a newscast, hillbilly, soft music, kid show, comedy or washboard drama.

Net Advertisers Using Spot in N. Y.

Advertiser	1939 Network Expenditure	1940 Spot Used in N. Y.
Procter & Gamble	$8,994,884	Play-by-play baseball; announcements (on WHN)
General Foods	5,269,567	Hour symphony music discs
Sterling Products	3,398,842	¾ hour daily (on WHN)
Campbell Soup Co.	2,704,331	News; announcements
American Home Products	2,529,553	¾ hour daily (on WHN)
American Tobacco	2,506,141	Announcements (on WHN)
General Mills	2,411,288	Play-by-play baseball
Liggett & Myers	1,937,652	Quarter-hours
R. J. Reynolds	1,723,574	Play-by-play baseball
William Wrigley Co.	1,304,391	Announcements (on WHN)
Philip Morris	1,216,166	Quarter-hours
Chrysler Corp.	950,146	Announcements (on WHN)
Ford Motor Co.	949,297	Announcements (on WHN)

No wonder they call it the *"one-station network"*

—when so far in 1940 *more national advertisers* have used it than have used any of the coast-to-coast networks.

—when there are *more listeners*, more *sales*, greater *buying power* in its primary area than there are, for example, in the three Pacific Coast States.

—when its affiliation with Loew's theatres and Metro-Goldwyn-Mayer assures *top showmanship*.

Offices and Studios:
1540 Broadway
BRyant 9-7800

WHN

Chicago Office:
360 N. Michigan
Randolph 5254

NEW YORK

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

N.B.C.

JACKSON

"Up In Mississippi!"

Mississippi Business increased 11% 1st 6 months, 1940, over same period, 1939, according to reports of State Tax Commission.

Mississippi new passenger car sales gain 20 to 30% for 1st 6 months, 1940, over same period, 1939.—"Sales Management" —Sept. 1, 1940.

Jackson rated among top 17 cities in expected September retail sales over same month, 1939. — "Sales Management"— Sept. 1, 1940.

Invest your advertising dollars with WJDX —dominant radio station in Mississippi's active and growing market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

INTER-CITY QUIZ

'Battle of Boroughs' for Noxzema Extends 'Quiz of Cities'

NOXZEMA CHEMICAL Co., New York, on Oct. 13 will start *Battle of the Boroughs* on WOR, Newark, Sundays, 4-4:30 p. m. The quiz program is new to New York, but has been successfully broadcast over several stations in the country for different clients of Ruthrauff & Ryan, New York, the Noxzema agency, under the title *Quiz of Two Cities*.

For the Noxzema program, representatives of two of New York's five boroughs will compete in a factual quiz on general information. The two teams, composed of four members each, will be located in different studios with an announcer in each studio, so that the contestants will not hear the answers propounded by their competitors, since the same question will be asked each team. The quizmaster has not yet been selected.

Ruthrauff & Ryan, which owns exclusive rights to the show, has presented it as the *Quiz of Two Cities* for Noxzema on CKAC, Montreal, and CFRB, Toronto; for Bauer & Black on WCCO, Minneapolis; for Gunther Brewery on WFBR, Baltimore, and WMAL, Washington. The agency plans to broadcast further battles between cities between Bridgeport and Hartford, San Francisco and Los Angeles, and Boston and Providence, although details have not yet been released.

Bessie Beatty Is Named By WOR to Staff as Martha Deane Resigns

WHEN Martha Deane leaves WOR, Newark, on Sept. 20 after six consecutive years conducting a daily program for housewives, Bessie Beatty, reporter, editor, foreign correspondent and lecturer, will take over the program Sept. 23.

Miss Beatty has frequently appeared as a guest on the program, and also will appear with Miss Deane during the week previous to Sept. 23. It is understood the current sponsors on Miss Deane's program will continue, although no confirmation was forthcoming as BROADCASTING went to press.

Miss Beatty started at 19 as a reporter on the *Los Angeles Herald*, and conducted a column "On the Margin" for the *San Francisco Bulletin*. She served as a foreign correspondent in Russia and the Far East during the World War, later becoming editor-in-chief of *McCall's Magazine*. For the past two Presidential campaigns she has handled publicity for the New York Democratic Committee.

Martha Deane is not giving up radio when she leaves WOR, but under her real name, Mary Margaret McBride, will conduct a similar type "radio-charm" program on CBS under sponsorship of the Florida Citrus Commission, Lakeland, Fla. [BROADCASTING, Sept. 1]. Starting date for the series has been postponed from Sept. 30 to Oct. 7, the station setup now being 16 carrying the program Mondays, Wednesdays and Fridays and 21 carrying it five times weekly. The time has also been changed from 3:15-3:30 p.m. to 3-3:15 p.m. Agency is Arthur Kudner, New York.

Eatmor to Use 36

AMERICAN CRANBERRY EXCHANGE, New York, about Oct. 1 starts its annual campaign for Eatmor cranberries, using 26 spot announcements weekly on 36 stations throughout the country. The campaign continues during the cranberry season through January, 1941. Agency is BBDO, New York.

HOFFMAN CANDY Co., Los Angeles (candy), seasonal users of radio, on Sept. 14 started, for 52 weeks, using two live spot announcements weekly on KNX KFI KECA KHJ, and is considering adding other Southern California stations. Agency is the Mayers Co., Los Angeles.

GREAT farming areas of the United States was the topic discussed when Charles Stookey (left), CBS New York farm editor and conductor of the weekly half-hour *Farm Journal* program, recently got together in Hollywood with Fox Case, the network's Pacific Coast special events and public relations director. Stookey is currently on a national tour, broadcasting from important centers. Case is also a member of the California State Board of Agriculture, and a successful Southern California citrus fruit grower.

New Welch Serial

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice), sponsoring the weekly quarter-hour program, *Glorious One*, on 47 NBC Red and Blue stations, Sunday, 9:30-9:45 p.m. (EDST), with West Coast repeat, 7:15-7:30 p.m. (PST), on Sept. 15 replaced the serial with a new one titled *Dear John*. Irene Rich continues to be featured, with the same list of stations and network time. Gordon T. Hughes, who will handle production of the weekly CBS program, *Those We Love*, will be in charge of the new serial, having been transferred from Chicago to Hollywood as representative of H. W. Kastor & Sons. Robert Jennings, vice-president in charge of radio for the agency, went to Hollywood to assist Hughes in establishing offices.

DEDICATION ceremonies of the Josh Higgins State Park, near Cedar Falls, Ia., named after the famous radio character created and portrayed on NBC networks by Joe Du Mond, took place Sept. 12. Among the speakers at the ceremonies were Du Mond, Gov. Geo. A. Wilson of Iowa and State Senator John Berg of Iowa.

WTIC

Dominates Connecticut and Western Massachusetts

HARTFORD CONN.
50,000 WATTS
NBC RED network

NATIONAL REPRESENTATIVES
WEED AND COMPANY
NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

BOISE, IDAHO

Captain KIDO

Local Boy-s Make Good

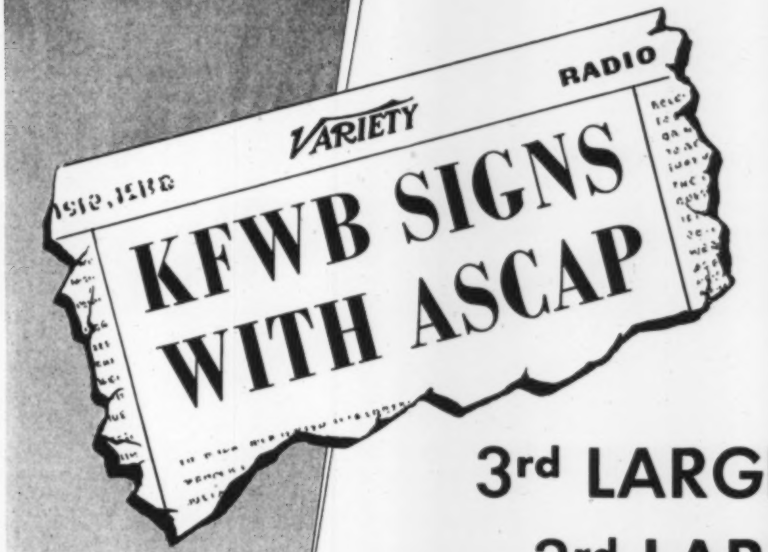
KIDO Promotional Activities
Recognized by National Advertisers

CANADA DRY "Information Please"
From J. M. MATHES, President, J. M. Mathes, Inc.
"I should like to add a special word concerning your own entry in the contest. It was an excellent example of promotion and I congratulate you on having men in your organization capable of handling such an assignment in the way it was done."
From ROY W. MOORE, President, Canada Dry Ginger Ale, Inc.
"It is indeed a pleasure for me to inform you that your station received Honorable Mention for the splendid station promotional work you did in the "Information Please" station contest."

GILLETTE SAFETY RAZOR COMPANY
From A. CRAIG SMITH, Advertising Manager, Gillette Safety Razor Co.
"You did a swell job and we deeply appreciate both your efforts before and during the series and the preparation of the portfolio."

GENERAL MILLS
From C. W. REED, Westco Advertising Agency
"Your letter had some mighty helpful suggestions in it, Roy, and the general completeness and the manner in which you turned it out enabled you to cop the prize. There was a lot of competition from the other fellows up and down the coast and in the East."

NBC Red & Blue • John Blair & Co., Nat. Reps. • 2500 Watts



3rd LARGEST STATION IN 3rd LARGEST MARKET

Now Becomes 1st STATION ON PACIFIC COAST

KFWB, Los Angeles, has scooped every broadcasting station on the Pacific Coast.

We have just signed an ASCAP Music Contract for 5 years more, beginning New Year's Day.

This is in keeping with our successful policy of serving the advertiser best by serving the public best.

KFWB has unequalled resources of story material and talent from the motion picture studios, and a proven list of outstanding sustaining programs available for sponsorship! These outstanding advantages, plus ASCAP Music, at no increase in advertising rates, make KFWB first in advertising value, in America's third largest market.

KFWB

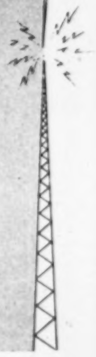
**THE NATION'S OUTSTANDING
INDEPENDENT STATION
5,000 WATTS—FULL TIME**

**5833 FERNWOOD AVENUE
HOLLYWOOD, CALIFORNIA**

HARRY MAIZLISH
General Manager

•

National Representative
PAUL RAYMER
New York Chicago



5,000,000 AUDIENCE

RESERVE *your* spot *now* on these special participating Programs:

7:30 Morning News
11:00 Housewives Bureau
3:00 PM Grocer Bill
5:00 PM Home Town Editor
7:30 PM Today's Headlines

Attention Food & Drug Accounts—We *guarantee* distribution and displays in 1500 Retail outlets—at no cost to you! Wire or phone for details.

NORTH CENTRAL BROADCASTING SYSTEM

St. Paul, Minn.: Empire Bank Bldg.
Chicago: 360 No. Michigan
New York: 11 Ea. 44th St.

Affiliated With Mutual Broadcasting System

YOU BET THEY BUY!

WAIR has that uncanny knack of MAKING LISTENERS BUY! Good programs, plus a sincere desire to serve both client and listeners, make this possible.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

WCBM

BALTIMORE, MARYLAND

Affiliated With The

MUTUAL Broadcasting System

JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*

National Representatives

THE FOREMAN COMPANY

247 Park Ave., New York
Wrigley Building, Chicago

WOL

WASHINGTON, D. C.

1,000 Watts
DAY & NIGHT

Affiliated With the Mutual Broadcasting System

1230 KC.

Network Accounts

All time **EDST** unless otherwise indicated.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Wings king size cigarette), on Oct. 4 for 52 weeks starts *Wings of Destiny* on 65 NBC-Red stations, Fri., 10-10:30 p.m. Agency: Russell M. Seeds Co., Chicago.

SOCONY VACUUM OIL Co., New York, on Oct. 1 starts *Yankee Network News* on 19 Yankee Network stations, daily, 8 a.m. and 11 p.m., until Sept. 30, 1941. Agency: J. Stirling Getchell, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Duz), on Sept. 30 starts *This Small Town* on 13 NBC-Red stations, Mon. thru Fri., 10-10:15 a.m. Agency: Compton Adv., N. Y.

PROCTER & Gamble Co., Cincinnati (Dreft), currently sponsoring *Lone Journey* on 14 NBC-Red stations, Mon. thru Fri., 11:15-11:30 a.m., on Sept. 30 shifts the program to 23 NBC-Red stations, Mon. thru Fri., 5:15-5:30 p.m. (EST), and on Oct. 21 adds 17 Red stations, making a total of 40 NBC-Red stations, Mon. thru Fri., 5:15-5:30 p.m. Agency: Blackett-Sample-Hummert, Chicago.

AMERICAN ECONOMIC FOUNDATION, Cleveland, on Sept. 2 started for 26 weeks transcribed version of *Wake Up America*, on 25 Don Lee Pacific Coast stations, Mon., 9:45-10:45 p.m. (PST). Agency: Bayless, Kerr Co., Cleveland.

D. GHIRARDELLI Co., San Francisco (chocolate), on Sept. 29 starts for 39 weeks *Show of the Week*, on 6 Don Lee Pacific Coast stations (KHJ KGB KFRC KALE KMO KOL), Sun., 3:30-4 p.m. (PST). Agency: Erwin, Wasey & Co., San Francisco.

LIGGETT & MYERS TOBACCO Co., New York (Velvet pipe, cigarette tobacco), on Oct. 1 starts *Professor Quiz* on 68 CBS stations, Tues., 9:30-10 p.m. Agency: Newell-Emmett Co., N. Y.

BIG NICK CONFECTIONERS, Fort Worth, is sponsoring 26 quarter-hours, *Kids in the News*, on Lone Star Chain, originating at KGKO, Fort Worth. Agency: Southern Adv. Agency, Fort Worth.

NATIONAL REFINING Co., Cleveland (White Rose gas, Enarco motor oils), on Oct. 4 starts *Red Grange's Football Talks* on 18 MBS stations, Fri., 7:15-7:30 p.m. and Sat., 6:45-7 p.m. Agency: Sherman K. Ellis & Co., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Sept. 30 starts *The O'Neills* on 17 CBS stations, Mon. thru Fri., 5:15-5:30 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Chipso), on Sept. 30 starts *Woman in White* on 32 BS stations, Mon. thru Fri., 1:15-1:30 p.m. Agency: Pedlar & Ryan, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (N-R), on Oct. 17 starts Tommy Dorsey's orchestra on *Fame & Fortune* on 77 NBC-Blue stations, Thurs., 8:30-9 p.m. Agency: Stack-Goble Adv. Agency, N. Y.

BETTER SPEECH INSTITUTE of America, Chicago (better speech publications) on Sept. 29 starts *Speak Up America* on 45 NBC-Blue stations, Sun., 7:30-8 p.m. (EST). Agency: McJunkin Adv. Co., Chicago.

LANGENDORF UNITED BAKERIES, San Francisco, on Sept. 30 starts for 52 weeks *News & Views With John B. Hughes*, on 31 Don Lee Pacific Coast stations, Mon. thru Fri., 10:15-10:30 a.m. (PST). Agency: Leon Livingston Adv., San Francisco.

Back to Standard

ANNUAL autumn switch from daylight savings to standard time will take place at 2 a.m., Sunday, Spet. 29. Usual changes in network and station time schedules will take effect.

LANGENDORF UNITED BAKERIES, San Francisco on Sept. 30 starts for 52 weeks *Shafter Parker & His Circus*, on 31 Don Lee Pacific Coast stations, Mon. thru. Fri., 5:30-5:45 p.m. (PST). Agency: Leon Livingston Adv., San Francisco.

WEST CANADA FLOUR MILLS. Co., Toronto, on Oct. 2 starts variety show on 32 Canadian Broadcasting Corp. stations, Wednesday 9-9:30 p.m. Agency: A. McKim Ltd., Toronto.

LaMONT CORLISS & Co., Toronto (Pond's Cream), on Oct. 8 starts *John & Judy* on 32 Canadian Broadcasting Corp. stations, Tues. 8-8:30 p.m. Agency: J. Walter Thompson Co., Toronto.

MAHDEEN Co., Nacogdoches, Tex. (Mahdeen Hair Tonic & Shampoo), is sponsoring *Mahdeen Mystery Theatre*, on Texas Quality Network stations (WFAA, Dallas, WOAI, San Antonio, KPRC, Houston), Sun., 4:30 p.m. (CST). Agency: Grant Adv. Agency, Dallas.

INTERNATIONAL SILVER Co., Meriden, Conn. (1847 Rogers Bros., William Rogers & Sons), on Oct. 6 resumes *Silver Theater* on 56 CBS stations, Sun., 6-6:30 p.m. for 52 weeks. Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Maxwell House Coffee), on Oct. 7 starts *Kate Hopkins* on 47 CBS stations, Mon. thru Fri., 4:45-5 p.m. (repeat 3:30-3:45 p.m.). Agency: Benton & Bowles, N. Y.

PHILIP MORRIS & Co., New York (Revelation tobacco), on Sept. 26 starts *Eddie Dooley* on 3 MBS stations, Thurs. and Sat., 8:15-8:30 p.m. Agency: Biow Co., N. Y.

Renewal Accounts

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate Shave Cream), on Oct. 6 renews for 52 weeks *Bill Stern-Sports* on 50 NBC-Blue stations, Sun., 8:45-9 p.m. (CST) (reb. for West Coast stations at 10 p.m.). Agency: Sherman & Marquette, Chicago.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Sept. 30 renews for 13 weeks *Blondie* on 18 CBS stations, Mon. 7:30-8 p.m. Agency: Wm. Esty & Co., N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Sept. 24 renews for 52 weeks *Horace Heidt's Treasure Chest* on 70 NBC-Red stations, Tues., 8:30-9 p.m. Agency: Stack Goble Adv. Agency, St. Louis.

GENERAL FOODS Corp., New York (Swansdown, Calumet), on Sept. 30 renews for 52 weeks *My Son & I* on 58 CBS stations, Mon. thru Fri., 2:45-3 p.m. Agency: Young & Rubicam, N. Y.

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), renews *Bachelor's Children* on 18 CBS stations, Mon. thru Fri., 9:45-10 a.m. Agency: Roche, Williams & Cunnyngham, Chicago.

PACIFIC GREYHOUND Bus Lines, San Francisco, on Sept. 1 renewed for 52 weeks *Romance of the Highways* on 24 Don Lee-Mutual stations, Sun., 10:15-10:30 a.m. (PST). Agency: Beaumont & Hohman, San Francisco.

WILSHIRE OIL Co., Los Angeles, on Sept. 16 renews for 13 weeks *Pull Over Neighbor* on 15 Don Lee California stations, Mon., 8-8:30 p.m. (PST). Agency: Dan B. Miner Co., Los Angeles.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert Tobacco), on Oct. 12 renews for 52 weeks *Grand Ole Opry* on 34 NBC-Red stations, Sat., 10:30-11 p.m. Agency: Wm. Esty & Co., N. Y.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on Sept. 30 shifts *The Goldbergs* on 24 BS stations Mon. thru Fri., from 1-1:15 to 5-5:15 p.m. adding a rebroadcast, 11:30-11:45 a.m. Agency: Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati (Ivory), on Sept. 30 shifts *Life Can Be Beautiful* on 35 CBS stations Mon. thru Fri., from 1:15-1:30 p.m. to 1-1:15 p.m. Agency: Compton Adv., N. Y.

LEVER BROS. Co., Cambridge, Mass. (Rinso), on Oct. 9 replaces *Uncle Jim's Question Bee* with *Big Town* on 67 CBS and 31 CBC stations, Wed., 8-8:30 p.m. (EST) with rebroadcast, 9:30-10 p.m. Agency: Ruthrauff & Ryan, N. Y.

WESTINGHOUSE & ELECTRIC MFG. Co., Pittsburgh (electric appliances), on Sept. 10 added 3 NBC-Blue stations to *Musical Americana* making a total of 102 NBC-Blue stations, Tues., 9-9:30 p.m. Agency: Fuller & Smith & Ross, N. Y.

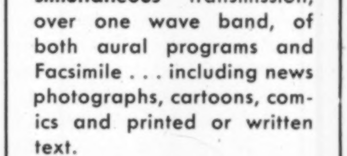
LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Oct. 3 shifts *Pot O' Gold* on 103 NBC-Blue stations Thurs., from 8:30 p.m. to 8-8:30 p.m. Agency: Stack-Goble Adv. Agency, N. Y.

WAHL Co., Chicago (Eversharp pencils and pens), on Sept. 22 adds 49 CBS stations to *Take It or Leave It* making a total of 52 CBS stations, Sun., 10-10:30 p.m. Agency: Biow Co., N. Y.

GENERAL CIGAR Co., New York (Van Dyck cigars), on Sept. 15 added 25 MBS stations to *Answer Man* making a total of 33 MBS stations, Sun. and Wed., 11-11:15 p.m. (EDST). Agency: Federal Adv. Agency, N. Y.

MULTIPLEX

VIA F.M.



The next big money-maker for broadcasters is the **simultaneous** transmission, over one wave band, of both aural programs and Facsimile . . . including news photographs, cartoons, comics and printed or written text.

Let us tell you how to equip your station for rendering this service.

FINCH TELECOMMUNICATIONS, INC.
Plant & Main Office - Passaic, N.J.
New York Office - 1819 Broadway
Washington Office - 815 15th St.

finch facsimile

Strike Is Averted

(Continued from page 21)

then maintaining its gains for the benefit of all members and for the stabilization of the industry."

The statement continues that "when these proper minimums are achieved they will be maintained without substantial change unless changes in the cost of living or the prosperity of the radio industry indicate the necessity of readjusting these fees."

Even after the AFRA letter had gone out, two further meetings were held by the union and network representatives in a fruitless attempt to break the deadlock. While the tenor of these sessions, on Sept. 9 and 11, was described as "calm", neither side showed any inclination to alter its stand. A suggestion made by the network group that they be allowed to send representatives to the union meetings to present their views directly to the AFRA membership was "politely but firmly" declined by AFRA with the explanation that it is not good union practice to permit employers to attend membership meetings.

The AFRA executives, however, promised that the network proposals should be fairly presented to the union members for their consideration. The network spokesmen, on their side, emphasized they have gone as far as they could in granting concessions to the union, and that neither threat of a strike nor a strike itself would do the union any good, as the networks would stand pat on their present offers. Although representatives of the advertising agency group have sat in on the meetings, no comment has been forthcoming from them regarding the negotiations. The commercial contract between AFRA and the networks, in which the agencies are directly concerned, does not expire until Feb. 12, 1941.

Tibbett Heads AFRA

At its annual convention, held in Denver, Aug. 28-31, AFRA elected Lawrence Tibbett, singer, who is already president of the American Guild of Musical Artists, as its president. A vice-president of AFRA for three years, Mr. Tibbett succeeds Eddie Cantor. Elected vice-presidents were Edward Arnold, who is president of the Screen Actors Guild, Jean Hersholt, Virginia Payne, Mark Smith and Margaret Speaks. Alex McKee was elected recording secretary and George Heller was elected treasurer. Emily Holt, executive secretary, a non-elective office, was given a vote of confidence.

The convention, attended by some 50 delegates and described as AFRA's most successful convention, adopted a resolution authorizing the executive board to "renew, revise or strike" over any existing AFRA contract; recommended that the Wagner Act be left unchanged; recommended that the executive board hire another field man, and reaffirmed its previous resolution favoring "one big union" for all the unions under the general auspices of the Associated Actors & Artists of America approving the committee report favoring the Reis resolution except for certain phases which AFRA would like made more democratic. Detroit was selected as the 1941 convention city, with the date to be determined later.

Elected as members of the national board were: George Heller and Lucille Wall, from New York; Norman Barry, Philips Lord and Lewis Wareham, from Chicago; Ted Maxwell, from San Francisco; Nellie Booth, from St. Louis; Jack Wilson, from St. Louis; Ben Alexander, Theodore Bliss, True Boardman, William Brandt, Thomas Freebairn-Smith and Tudor Williams, from Los Angeles. Mark Smith and Lawrence Tibbett were elected members at large.

'One Big Union'

Election of Tibbett as AFRA president is seen as a major move toward the achievement of the "one big union", of which he has been an outstanding supporter. He has been frequently mentioned as a leading candidate for the presidency of the Four A's to succeed Frank Gillmore, who is slated to retire next spring. It also means that AFRA will undoubtedly back up AGMA in its current fight with the AFM over the concert instrumentalists who now belong to AGMA but who are claimed by James C. Petrillo, AFM president, as proper members of his union.

Merger of Agencies

DILLINGHAM, LIVERMORE & Durham and Topping & Lloyd, New York advertising agencies, on Sept. 16 will consolidate into a new firm called Lloyd, Chester & Dillingham. Offices will be at 9 Rockefeller Plaza, telephone Circle 5-8800. Robert Hotz, currently handling radio with Dillingham, Livermore & Durham, will have the same position with the new company.

HERE'S THE
BIG
DOLLAR-BUY
IN THE DETROIT MARKET!

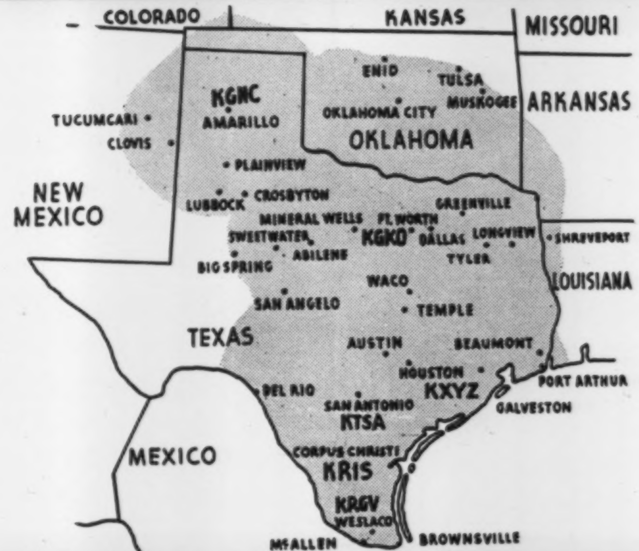
CKLW's 5,000 husky watts give you strong, clear coverage of this, the country's Fourth market! CKLW's program showmanship, alertness to modern trends, and live-wire community interest appeals to a vast army of able-to-buy listeners. They "say it with purchases" that mean profits for and repeat commitments from our advertisers. We've some "success stories" to tell you that make our modest rates the BIG radio dollar-buy in the field!

CKLW

5000 WATTS DAY and NIGHT • CLEAR CHANNEL
Representative: Joseph Hershey McGillvra

MUTUAL BROADCASTING SYSTEM

The LONE STAR CHAIN
The Only All-Texas Network from the Panhandle to the Rio Grande



1,780,509 RADIO HOMES IN A
A TWO BILLION DOLLAR MARKET
For rates and availabilities contact any LSC station.
Howard Wilson Co., or James W. Pate, LSC Managing
Director. Star Telegram Building., KGKO. Fort Worth

KSCJ
SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

WHOM's
(New Western Electric)
1,000 WATT
TRANSMITTER
NOW ON THE AIR
New York City's
Outstanding Foreign
Language Station
JOSEPH LANG, Mgr.
New York Office & Studios
29 W. 57th St., N. Y.

Dixie Cup

DIXIE-VORTEX Co., Easton, Pa., has been using a short spot campaign on several several stations several stations several weeks for Dixie cups built around the theme "No Lips But Yours". More radio may be used late this fall. Agency is Moser & Cotins, New York.

ALL EMPLOYES of WHOM, Jersey City, who may be drafted for military training will find their jobs waiting for them when they return from service.

In Chicagoland
300,000 Lithuanians
Listen and Respond to

THE LITHUANIAN HOUR

Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily

• • •

A few facts:

1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 53,221 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.

• • •

for participation details, write

SALTIMIERAS
RADIO ADVERTISERS
6912 S. Western Avenue
Telephone: Prospect 4050
CHICAGO, ILL.

New Music Source

(*Continued from page 22*)

are willing to recognize what seems to me this incontrovertible basis, there is no reason why your organization and ours should not try to arrive at a mutual understanding."

'Smoke Screen'—Paine

Labeling the offer of a debate as a "smoke screen", John G. Paine, general manager of ASCAP, stated that "the only question between ASCAP and the radio broadcasting industry is the contract which ASCAP has sent to every station and every chain as the basis for licensing after this year. This contract does not involve BMI in any way, shape or form.

"Discussions of contracts are not as a rule matters of public debate, but matters of orderly business procedure and negotiations. If Mr. Kaye is authorized to speak for any chain or any stations, we'll be glad to discuss business with him in a business-like way, in line with ASCAP's policy of the open door and its practice of making its music available to all at terms within the means of all."

ASCAP Signs KFWB

Early in the month ASCAP announced that KFWB, Los Angeles, owned by Warner Bros. Pictures Inc., had accepted the new, five-year ASCAP license, first station announced as so doing since Elliott Roosevelt on July 26 took a network license for the Texas State Network of which he is president and single station contracts for the nine TSN stations controlled by himself and his associates [BROADCASTING, Aug. 1]. At that time Mr. Roosevelt declared the remaining TSN affiliates would sign with ASCAP within the next few days, but to date no such action has been announced. It was stated at ASCAP headquarters, however, that a number of stations have signed with ASCAP whose identities are being kept secret for the present.

Contract for KFWB was negotiated by Mr. Paine and Harry Maizlish, general manager of the station, who said that "Warner Bros." as producers of motion pictures, as operators of theatres, and station KFWB, have come to know pretty well what the public wants in the way of entertainment. Music is a primary essential. We know ASCAP has the music that the public wants, and we will give the public what it wants."

BILLOWING from its box, this handsome handmade quilt was presented through KOA, Denver, by Mrs. J. H. Hemberger, of Boulder, to Wes Battersea (center), KOA's *Inquiring Reporter* and production manager of Raymond Keane Advertising Agency. It is claimed the quilt contains 70,000 stitches and required 200 hours to make. The quilt is indicative of the listener interest generated by the five-weekly *Inquiring Reporter* programs sponsored on KOA by the local Joslin Dry Goods Co. The program, on the air for four years, is reported to produce an average of 500 voluntary fan letters weekly, along with numerous gifts for Reporter Battersea. Similar quilts have been presented by Mrs. Hemberger to five other announcers—Everett Mitchell, Jimmy McCormack, Gene Rouse, Arthur Wuth and Ray B. White. Mr. Battersea received his quilt from KOA Program Manager Clarence Moore (right), with T. Ellsworth Stepp participating in the presentation by helping deliver the mail.

The announcement did not mention that Warner Bros., owns three major music publishing companies —Harms, Witmark and Remick— among the largest participants in the revenue ASCAP derives from radio and the other users of its music. In 1936, when Warner Bros. withdrew their catalogs from ASCAP and attempted to license radio stations independently, it was estimated that 40% of the numbers being played on the air at that time were Warner tunes.

ASCAP has also announced that 39 composers and authors were added to its roster in August, largest number ever to join in a single month, making a total of 118 songwriters and four publishers who have joined ASCAP this year and bringing the Society's membership to an all-time high of 1,285. Foreign performing rights societies affiliated with ASCAP also have increased to 20, with a total membership in excess of 41,000, the announcement stated.

Nine stations have joined the list of BMI subscribers since Sept. 1, swelling the total to 374. These recent additions are: KOB, Albuquerque; WKBN, Youngstown; WGAN, Portland, Me.; WOPI, Bristol, Tenn.; WHOM, Jersey City; WOMI, Owensboro, Ky., KHAS, Hastings, Neb.; KDRO, Sedalia, Wash.; KBND, Bend, Ore.

With the growing popularity of BMI tunes several of which are included in each week's list of the most-played numbers, they are becoming increasingly prevalent on the major commercial programs.

List of advertisers whose programs have featured BMI selections includes American Tobacco Co., General Baking, General Mills., Campana Corp., Pepsodent Co., Lever Bros., Ford Motor Co., Phillip Morris & Co., Brown & Williamson Tobacco Corp., Campbell Soup Co., Gordon Baking Co., Lewis-Howe Medicine Co., Pet Milk Sales Corp., F. & M. Schaefer Brewing Co. and Bowey's Inc.

Miles Laboratories has adopted a BMI tune as the theme song for its *Friendly Neighbors* series on the Don Lee Network for Alka-Seltzer, "Little Star", written by Paul Mills, an account executive for WOWO-WGL, Fort Wayne.

This is the second program to use BMI music for its theme and a number of other advertisers are currently negotiating for them, BMI reports, based on the realization that a theme song can be as valuable to an advertiser as a trade-mark, and that it is not good business to use a theme that the advertiser himself cannot control.

IT'S HERE

BOSTON'S NEWEST LISTENING SENSATION

WMEX

5000 WATTS • FULL TIME • 1470 KILOCYCLES

ON THE AIR WITH PROGRAM TESTS

Joseph Hershey McGillvra, National Representatives

BMI Is Attacked By Paine, Caesar

ASCAP Honors 'Early Worms' In Urging Stations to Sign

TWO TIN PAN ALLEY blasts against Broadcast Music Inc., were sounded Sept. 11. ASCAP General Manager John G. Paine issued a "clarion call" to all broadcasters to sign ASCAP contracts. Irving Caesar, president of Song Writers Protective Assn., issued a sharp retort to a letter from Sydney M. Kaye, vice-president and general counsel of BMI [pages 17 and 86].

Mr. Paine advised broadcasters that "the early bird catches the worm" and that "it's the boys who are self-starters who bring home the bacon." He pointed out Elliott Roosevelt, of Texas State Network, and Harry Maizlish, of KFWB, as "two outstanding go-getters who are on the job, while so many others are still asleep at the switch." He said they had signed new contracts with ASCAP and are now lining up additional sponsors.

Then there came the threat that the public can dial in and out and that a twist of the wrist will bring it the music it wants. He suggested that it is not too soon for stations to start thinking about what they are going to do for music and "what you are going to use for profits beginning Jan. 1." And, he continued, "we don't mean promises of music and promises of profits." A footnote on the letter was the legend "ASCAP music is available to all, at terms within the means of all."

'By the Yard'

Responding to the Kaye letter, Mr. Caesar said SPA is glad to offer to BMI the same agreements that have been entered into with other music publishers He denied these agreements give ASCAP any exclusive rights. He said that SPA will negotiate on the basis of a formula under which writers will share in all moneys which a song may earn along with an equal voice with the publisher in the disposition of rights.

Disagreeing with the BMI proposition that all composers should be given the same scale, based on radio performances, Mr. Caesar said that "radio pays off only on quantity by the yard, and does not recognize quality where music is concerned." He said that the purpose of the writer-classification in ASCAP is to take into consideration all factors and not only "truckloads".

Emphasizing the show business aspect of music, he said that of all the industries where "absentee landlordism or capital, per se, has no place, perhaps the music publishing business is the best example. It takes more than money to recognize good music and to satisfy the public taste. By the same analogy, it will take more than artificial plugging over the radio to please the American ear. It will take more than the opportunity your member stations have indiscriminately to plug songs to enable them to give to the American public the musical fare it has hitherto enjoyed."

Mr. Kaye snapped back Sept. 13 at Mr. Caesar, declaring that BMI is anything but an "impersonal corporation." The present SPA contract, he contended, does not enable any organization but ASCAP to license music for radio performances. The SPA contract as presently drawn, he said, "could not without any adaptation meet the needs of our organization."

Won by Radio

USING a total of 9 hours and 26 minutes of time on the air, divided among six stations, as his chief campaign weapon, Gov. George D. Aiken, of Vermont, on Sept. 10 won the Republican nomination to the U. S. Senate. The victory was hailed as one notable for radio, since virtually every newspaper in the State actively opposed his nomination. Both the candidate and his campaign manager praised radio's effectiveness as a campaign implement. Paid campaign addresses were broadcast on WDEV, Waterbury; WCAX, Burlington; WSYB, Rutland; WNBX, Springfield; WQDM, St. Albans, and WHAI, Greenfield, Mass.

Tie-Ins for Duz

PROCTER & GAMBLE, Cincinnati, has purchased tie-in announcements on WCAE, Pittsburgh, for Lava Soap following its new NBC-Red show, *This Small Town*, which starts Sept. 30, 10-10:15 a.m., on behalf of its laundry soap, Duz. Compton Adv., New York, placed the network show, while Blackett-Sample-Hummert, Chicago, placed the spot business.

TOTAL of 5,000 Polish compositions copyrighted by B. J. Zalewski Co., Chicago, are now available to clients subscribing to the program department of SESAC.

Politics and Budgets

(*Continued from page 20*)

ers, Speak broadcast, originally carried Aug. 28 on MBS from Des Moines. The half-hour discs are accompanied by live announcements at beginning and end, announcing each appearance of Candidate Wallace.

Transcriptions have been used on four stations in Illinois: WROK, Rockford; WCBS, Springfield; WTMV, East St. Louis; WDZ, Tuscola; three in Nebraska: KFAB, Lincoln; KMMJ, Grand Island; KORN, Fremont; three in Minnesota: KROC, Rochester; KYSM, Mankato; WEBC, Duluth; and on KFJM, Grand Forks, N. D. The transcriptions were placed through M. M. Fisher Associates, Chicago, and the network placements through William H. Rankin Co., New York agency.

Socialist Party plans are still in the formative stage, although time has been requested Sept. 21 on NBC-Blue for a speech from Los Angeles by Norman Thomas, perennial Socialist candidate for President. Mr. Thomas also is scheduled to participate Oct. 7 on the *Wake Up America* forum feature of WHK, Cleveland. Biggest broadcast plans of the party center on an Oct. 20 program, on the anniversary of the death of Eugene V. Debs, with speakers probably from Canton, O.; Terre Haute, Ind., and New York. Time is being sought on MBS for this program.

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate 1,000 Watts
"BIG MONEY"
Fall Business

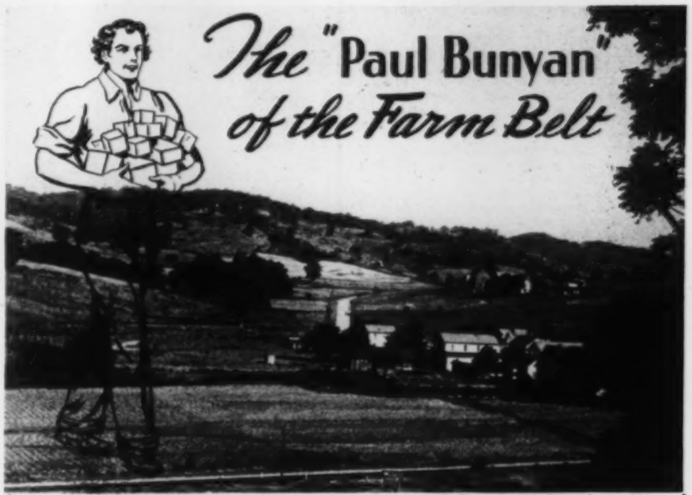
Summer visitors have left millions. Autumn visitors now on their way. Industry humming. Crops good. High level of business for this area assured. "Cash in"—use WWNC, sole blanket radio coverage available!

EL Paso
A "natural monopoly"
$118,786,000 market
is best reached by
KROD
the Southwest's newest station - the only
Columbia Outlet
serving the *REAL*
SOUTHWEST

BUTCH *Says:*

"Dis haymaker ain't got nuttin' on the knockout wallop packed on WPEN's 920 Club."

WPEN PHILA. 1000 WATTS


The "Paul Bunyan" of the Farm Belt

Striding unseen across the rich fields of Iowa, Nebraska, Missouri and Kansas a welcome friend and neighbor in 476,000 radio homes is a giant personality, **"The Paul Bunyan of the Farm Belt"—KMA.**

Paul's daily journeys get results for KMA advertisers. Here are two recent instances:

Proof of Purchase

During July, 1940, the Miller Cereal Mills offered KMA listeners a pair of scissors in return for 2 box tops and 30c. Results: 12,244 box tops.

Direct Sale

Perfex, a household cleaner, was unknown 12 months ago when KMA first offered 2 packages postpaid for 50c. To make a long story short, an expenditure of $2100.00 produced 24,024 direct sales at an average cost of 8½c.

Paul will get results for you on any product of interest to the average Farm Belt family in his 826 separate markets. What's more—he's willing to prove it. Phone or write "Paul" at

KMA *"The Number One Farm Station In the Number One Farm Market" Representative: Free & Peters* **Shenandoah, Iowa**

Dixie Cup

DIXIE-VORTEX Co., Easton, Pa., has been using a short spot campaign on several several stations several stations several weeks for Dixie cups built around the theme "No Lips But Yours". More radio may be used late this fall. Agency is Moser & Cotins, New York.

ALL EMPLOYES of WHOM, Jersey City, who may be drafted for military training will find their jobs waiting for them when they return from service.

In Chicagoland
300,000 Lithuanians
Listen and Respond to

THE
LITHUANIAN
HOUR

Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily

• • •

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3. Five current participants have been represented a total of 19 years.

• • •

for participation details, write

SALTIMIERAS
RADIO ADVERTISERS
6912 S. Western Avenue
Telephone: Prospect 4050
CHICAGO, ILL.

New Music Source

(*Continued from page 22*)

are willing to recognize what seems to me this incontrovertible basis, there is no reason why your organization and ours should not try to arrive at a mutual understanding."

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The announcement did not mention that Warner Bros., owns three major music publishing companies —Harms, Witmark and Remick— among the largest participants in the revenue ASCAP derives from radio and the other users of its music. In 1936, when Warner Bros. withdrew their catalogs from ASCAP and attempted to license radio stations independently, it was estimated that 40% of the numbers being played on the air at that time were Warner tunes.

ASCAP has also announced that 39 composers and authors were added to its roster in August, largest number ever to join in a single month, making a total of 118 songwriters and four publishers who have joined ASCAP this year and bringing the Society's membership to an all-time high of 1,285. Foreign performing rights societies affiliated with ASCAP also have increased to 20, with a total membership in excess of 41,000, the announcement stated.

Nine stations have joined the list of BMI subscribers since Sept. 1, swelling the total to 374. These recent additions are: KOB, Albuquerque; WKBN, Youngstown; WGAN, Portland, Me.; WOPI, Bristol, Tenn.; WHOM, Jersey City; WOMI, Owensboro, Ky., KHAS, Hastings, Neb.; KDRO, Sedalia, Wash.; KBND, Bend, Ore.

With the growing popularity of BMI tunes several of which are included in each week's list of the most-played numbers, they are becoming increasingly prevalent on the major commercial programs.

List of advertisers whose programs have featured BMI selections includes American Tobacco Co., General Baking, General Mills., Campana Corp., Pepsodent Co., Lever Bros., Ford Motor Co., Phillip Morris & Co., Brown & Williamson Tobacco Corp., Campbell Soup Co., Gordon Baking Co., Lewis-Howe Medicine Co., Pet Milk Sales Corp., F. & M. Schaefer Brewing Co. and Bowey's Inc.

Miles Laboratories has adopted a BMI tune as the theme song for its *Friendly Neighbors* series on the Don Lee Network for Alka-Seltzer, "Little Star", written by Paul Mills, an account executive for WOWO-WGL, Fort Wayne.

This is the second program to use BMI music for its theme and a number of other advertisers are currently negotiating for them, BMI reports, based on the realization that a theme song can be as valuable to an advertiser as a trade-mark, and that it is not good business to use a theme that the advertiser himself cannot control.

BILLOWING from its box, this handsome handmade quilt was presented through KOA, Denver, by Mrs. J. H. Hemberger, of Boulder, to Wes Battersea (center), KOA's *Inquiring Reporter* and production manager of Raymond Keane Advertising Agency. It is claimed the quilt contains 70,000 stitches and required 200 hours to make. The quilt is indicative of the listener interest generated by the five-weekly *Inquiring Reporter* programs sponsored on KOA by the local Joslin Dry Goods Co. The program, on the air for four years, is reported to produce an average of 500 voluntary fan letters weekly, along with numerous gifts for Reporter Battersea. Similar quilts have been presented by Mrs. Hemberger to five other announcers—Everett Mitchell, Jimmy McCormack, Gene Rouse, Arthur Wuth and Ray B. White. Mr. Battersea received his quilt from KOA Program Manager Clarence Moore (right), with T. Ellsworth Stepp participating in the presentation by helping deliver the mail.

IT'S HERE

BOSTON'S NEWEST LISTENING SENSATION

WMEX

5000 WATTS • FULL TIME • 1470 KILOCYCLES

ON THE AIR WITH PROGRAM TESTS

Joseph Hershey McGillvra, National Representatives

BMI Is Attacked By Paine, Caesar

ASCAP Honors 'Early Worms' In Urging Stations to Sign

TWO TIN PAN ALLEY blasts against Broadcast Music Inc., were sounded Sept. 11. ASCAP General Manager John G. Paine issued a "clarion call" to all broadcasters to sign ASCAP contracts. Irving Caesar, president of Song Writers Protective Assn., issued a sharp retort to a letter from Sydney M. Kaye, vice-president and general counsel of BMI [pages 17 and 86].

Mr. Paine advised broadcasters that "the early bird catches the worm" and that "it's the boys who are self-starters who bring home the bacon." He pointed out Elliott Roosevelt, of Texas State Network, and Harry Maizlish, of KFWB, as "two outstanding go-getters who are on the job, while so many others are still asleep at the switch." He said they had signed new contracts with ASCAP and are now lining up additional sponsors.

Then there came the threat that the public can dial in and out and that a twist of the wrist will bring it the music it wants. He suggested that it is not too soon for stations to start thinking about what they are going to do for music and "what you are going to use for profits beginning Jan. 1." And, he continued, "we don't mean promises of music and promises of profits." A footnote on the letter was the legend "ASCAP music is available to all, at terms within the means of all."

'By the Yard'

Responding to the Kaye letter, Mr. Caesar said SPA is glad to offer to BMI the same agreements that have been entered into with other music publishers He denied these agreements give ASCAP any exclusive rights. He said that SPA will negotiate on the basis of a formula under which writers will share in all moneys which a song may earn along with an equal voice with the publisher in the disposition of rights.

Disagreeing with the BMI proposition that all composers should be given the same scale, based on radio performances, Mr. Caesar said that "radio pays off only on quantity by the yard, and does not recognize quality where music is concerned." He said that the purpose of the writer-classification in ASCAP is to take into consideration all factors and not only "truckloads".

Emphasizing the show business aspect of music, he said that of all the industries where "absentee landlordism or capital, per se, has no place, perhaps the music publishing business is the best example. It takes more than money to recognize good music and to satisfy the public taste. By the same analogy, it will take more than artificial plugging over the radio to please the American ear. It will take more than the opportunity your member stations have indiscriminately to plug songs to enable them to give to the American public the musical fare it has hitherto enjoyed."

Mr. Kaye snapped back Sept. 13 at Mr. Caesar, declaring that BMI is anything but an "impersonal corporation." The present SPA contract, he contended, does not enable any organization but ASCAP to license music for radio performances. The SPA contract as presently drawn, he said, "could not without any adaptation meet the needs of our organization."

Won by Radio

USING a total of 9 hours and 26 minutes of time on the air, divided among six stations, as his chief campaign weapon, Gov. George D. Aiken, of Vermont, on Sept. 10 won the Republican nomination to the U. S. Senate. The victory was hailed as one notable for radio, since virtually every newspaper in the State actively opposed his nomination. Both the candidate and his campaign manager praised radio's effectiveness as a campaign implement. Paid campaign addresses were broadcast on WDEV, Waterbury; WCAX, Burlington; WSYB, Rutland; WNBX, Springfield; WQDM, St. Albans, and WHAI, Greenfield, Mass.

Tie-Ins for Duz

PROCTER & GAMBLE, Cincinnati, has purchased tie-in announcements on WCAE, Pittsburgh, for Lava Soap following its new NBC-Red show, *This Small Town*, which starts Sept. 30, 10-10:15 a.m., on behalf of its laundry soap, Duz. Compton Adv., New York, placed the network show, while Blackett-Sample-Hummert, Chicago, placed the spot business.

TOTAL of 5,000 Polish compositions copyrighted by B. J. Zalewski Co., Chicago, are now available to clients subscribing to the program department of SESAC.

Politics and Budgets

(*Continued from page 20*)

ers, Speak broadcast, originally carried Aug. 28 on MBS from Des Moines. The half-hour discs are accompanied by live announcements at beginning and end, announcing each appearance of Candidate Wallace.

Transcriptions have been used on four stations in Illinois: WROK, Rockford; WCBS, Springfield; WTMV, East St. Louis; WDZ, Tuscola; three in Nebraska: KFAB, Lincoln; KMMJ, Grand Island; KORN, Fremont; three in Minnesota: KROC, Rochester; KYSM, Mankato; WEBC, Duluth; and on KFJM, Grand Forks, N. D. The transcriptions were placed through M. M. Fisher Associates, Chicago, and the network placements through William H. Rankin Co., New York agency.

Socialist Party plans are still in the formative stage, although time has been requested Sept. 21 on NBC-Blue for a speech from Los Angeles by Norman Thomas, perennial Socialist candidate for President. Mr. Thomas also is scheduled to participate Oct. 7 on the *Wake Up America* forum feature of WHK, Cleveland. Biggest broadcast plans of the party center on an Oct. 20 program, on the anniversary of the death of Eugene V. Debs, with speakers probably from Canton, O.; Terre Haute, Ind., and New York. Time is being sought on MBS for this program.

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate 1,000 Watts

"BIG MONEY"
Fall Business

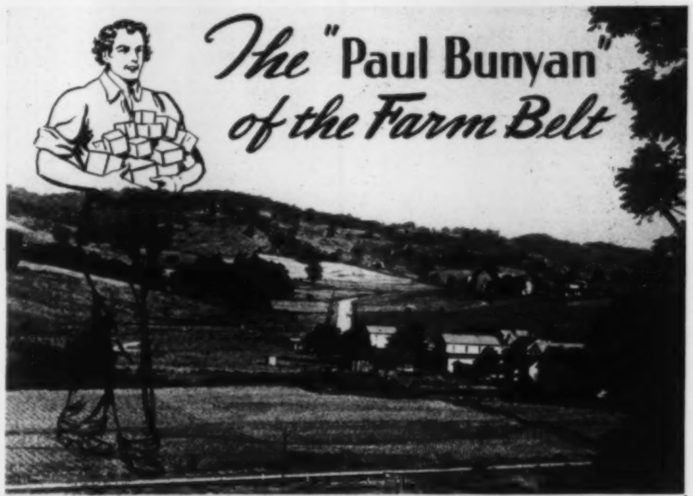
Summer visitors have left millions. Autumn visitors now on their way. Industry humming. Crops good. High level of business for this area assured. "Cash in"—use WWNC, sole blanket radio coverage available!

EL Paso
A "natural monopoly"
$118,786,000 market
is best reached by
KROD
the Southwest's newest station—the only
Columbia Outlet
serving the *REAL*
SOUTHWEST

BUTCH *Says:*

"Dis haymaker ain't got nuttin' on the knockout wallop packed on WPEN's 920 Club."

WPEN PHILA.
1000 WATTS


The "Paul Bunyan" of the Farm Belt

Striding unseen across the rich fields of Iowa, Nebraska, Missouri and Kansas a welcome friend and neighbor in 476,000 radio homes is a giant personality, **"The Paul Bunyan of the Farm Belt"—KMA.**

Paul's daily journeys get results for KMA advertisers. Here are two recent instances:

Proof of Purchase

During July, 1940, the Miller Cereal Mills offered KMA listeners a pair of scissors in return for 2 box tops and 30c. Results: 12,244 box tops.

Direct Sale

Perfex, a household cleaner, was unknown 12 months ago when KMA first offered 2 packages postpaid for 50c. To make a long story short, an expenditure of $2100.00 produced 24,024 direct sales at an average cost of 8½c.

Paul will get results for you on any product of interest to the average Farm Belt family in his 826 separate markets. What's more—he's willing to prove it. Phone or write "Paul" at

KMA *"The Number One Farm Station In the Number One Farm Market" Representative: Free & Peters* **Shenandoah, Iowa**

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

AUGUST 31 TO SEPTEMBER 13, INCLUSIVE

Decisions . . .

AUGUST 30

WRR, Dallas—Granted amendment applic. to 5 kw, move trans., new equip., directional.

SEPTEMBER 4

KFDA, Amarillo, Tex.—Granted mod. license to 1200 kc 250 w unl.

WOLF, Syracuse—Granted mod. license to 250 w.

WSAZ, Huntington, W. Va.—Granted CP change to 900 kc, increase to unl., move trans., directional N & D 1 kw.

WCLS, Joilet, Ill.—Granted consent involuntary transfer of control to Robert W. Thomas, Administrator.

SEPTEMBER 6

KAND, Corsicana, Tex.—Rescinded prior order revoking license.

KGFI, Brownsville, Tex.—Proposed order affirms recommendation of Commissioner Payne that license be revoked.

NEW, Worcester Bcstg. Corp., San Diego—Proposed order grants CP 1420 kc 250 w unl.

KDTH, Dubuque, Ia.—Granted mod. CP increase to 1 kw unl. directional N.

WING, Dayton—Granted CP increase to 5 kw, new trans., directional N.

MISCELLANEOUS—WSAY, Rochester, denied reconsideration of action 8-14-40 ratifying action of 7-29-40 granting applic. new station to Watertown Bcstg. Corp., Watertown, N. Y.; WJHP, Jacksonville, Fla., granted extension to 9-25-40 to file answer to WMBR petition for rehearing to grant of license to Metropolis Co. (WJHP); KYSM, Mankato, Minn., denied immediate grant of applic. CP new equip., directional, 940 kc contingent shifting of frequency pursuant to Havana treaty; NEW, Riverside Corp. of America, Riverside, Cal., granted petition accept appearance re hearing on applic.; Broadcasting Corp. of America, Riverside, Cal., dismissed petition for intervention and on Commission's own motion directed that proceedings be consolidated with Riverside Bcstg Co. and Mollin Investment Co.

SEPTEMBER 10

WBAL, Baltimore—Granted CP increase from 10 kw Sh.-WTIC 1060 kc and Simul.-KTHS, Synch.-WJZ on 760 kc, to 50 kw unl., directional N., new trans.

WTIC, Hartford—Granted mod. license 1060 kc Sh.-WBAL to 1040 kc unl., directional N.

KRLD, Dallas—Granted license for exp. auth. use unl. time, change directional antenna; 1040 kc 50 kw N & D, directional N & D, Sh.-KTHS; granted mod. license to directional N only.

KLBM, La Grande, Ore.—Granted consent voluntary assignment license and CP to Harold M. Finlay.

KALE, Portland, Ore.—Granted CP increase to 5 kw, directional N.

NEW, R. B. Eaton, Des Moines—Applic. CP television No. 3 46 w visual, 100 w aural, set for hearing.

SEPTEMBER 11

WMBO, Auburn, N. Y.—Granted request remain silent after 8 p.m. 30 days.

WREN, Lawrence, Kan.—Granted leave amend applic. to 5 kw at proposed location in Kansas City.

NEW, Chattanooga Bcstg. Corp., Chattanooga, Tenn.—Denied rehearing and reconsideration of CP grant to Joe W. Engel, Chattanooga, 1370 kc. 250 w.

KMED, Medford, Ore.—Denied waiver Section 3.71 to cease operation at 8 p.m. daily.

KIUP, Durango, Col.—Denied waiver Section 3.71 to cease operation at 7:30 p.m. daily.

SEPTEMBER 13

NEW, J. D. Falvey, Ottumwa, Ia.; NEW, L & M Bcstg. Co., Ottumwa—Proposing to grant applic. J. D. Falvey for CP 1210 kc 100 w unl. and to deny applic. L & M Bcstg. Co. for CP 100-250 w unl.

KTRB, Modesto, Cal.; KXL, Portland, Ore.—Proposing to grant applic. KTRB increase to limited hours 1 kw, and proposing to deny KXL applic. change 1420 kc 250 k Sh.-KDPS to 740 kc 10 kw ltd.

WADC, Akron—Granted license increase power etc.

KCMO, Kansas City—Granted license change freq. etc.

Applications . . .

SEPTEMBER 4

WNBF, Binghamton, N. Y.—Voluntary assignment license to Wylie B. Jones Adv. Agency.

WNAB, Bridgeport—Mod. CP new station re trans., antenna.

WDRC, Hartford—CP 43.1 mc 13,944 sq. miles.

NEW, American Bcstg. Corp., Lexington, Ky.—CP 44.1 mc 7,290 sq. miles.

KFYO, Lubbock, Tex.—CP change 1310 to 1380 kc 1 kw N & D, move trans.

NEW, Grenco Inc., Greenwood, S. C.—CP 1420 kc 100 w D IV, amended to 250 w unl.

WRDW, Augusta, Ga.—CP change to 1450 kc 500 w—1 kw IIIB (contingent grant of WAGA applic. 590 kc).

WSBC, Chicago—Voluntary assignment license to Radio Station WSBC.

WJMC, Rice Lake, Wis.—Mod. license to 250 w unl.

SEPTEMBER 6

WHFC, Cicero, Ill.—CP 47.5 mc 2,885 sq. miles.

NEW, St. Louis University, St. Louis—CP 44.3 mc 13,500 sq. miles.

SEPTEMBER 7

NEW, Manuel M. Grau, Mayaguez, P. R.—CP 1200 kc 100-250 w unl. IV.

WDEL, Wilmington—CP increase to 1 kw N & D III-A, amended to 5 kw directional new trans.

NEW, Herbert L. Wilson, Middletown, N. Y.—CP 1370 kc 250 w unl., amended to 1310 kc.

WRR, Dallas—CP new trans., increase to 1 kw, amended to 5 kw directional N, move trans.

SEPTEMBER 11

WGNY, Newburgh, N. Y.—CP new equip.

WFCI, Pawtucket, R. I.—Mod. CP new station for new trans., change antenna.

WCED, DuBois, Pa.—Mod. CP new station for new trans.

NEW, Community Bcstg., Wheeling—CP 1370 kc 100 w unl. IV.

KFBC, Cheyenne, Wyo.—Mod. CP new station re trans., antenna.

NEW, Echo Park Evangelistic Assn., Los Angeles—CP 45.5 mc 1344 sq. miles, amended to 45.5 mc.

Express Discs on 50

RAILWAY EXPRESS AGENCY, New York, early in October will start its annual pre-Christmas transcribed announcement campaign on 50 stations. Discs are cut by Jean V. Grombach; agency is Caples Co., New York.

IN TIME OF FLOOD

WRVA Aids Officials During Virginia Trouble

WRVA, Richmond, drew hearty praise from city and State officials for its emergency services when late August rains swelled rivers in the western part of Virginia to flood stage. As the rivers rose and weather bureau officials forecast flood conditions, WRVA began issuing hourly bulletins as supplied by the State Department of Highways. With flood threatening Richmond, the local weather bureau office feared that telephone and telegraph communications with its James River gauge station at Columbia, Va., would be cut off and asked WRVA's assistance in providing two-way communication with the station.

Irvin Abeloff, WRVA program service manager, sent a crew to Columbia in a mobile unit. The two crew members, Rudolph Raabe and Julian Huckstep, both amateur station owners and operators, set up their equipment in the Columbia town hall and shortly contacted Sanford Terry Jr. in Richmond, also a WRVA engineer and ham operator. Within an hour after the first bulletins were sent from Columbia, telephone and telegraph service with the village went out, due to the rising water.

The pair maintained a 36-hour schedule of uninterrupted hourly contacts with Richmond, aided by other amateurs in the vicinity. Gauge readings and bulletins were telephoned to Abeloff, who maintained a 50-hour vigil at WRVA studios, passing them on to city, highway and weather bureau officials and broadcasting the reports.

UNITED PRESS NEWS MAP

NEW AND STRANGE foreign names in the news no longer worry these NBC-Chicago announcers. They are being coached regularly by John Guild Nesbitt, foreign language consultant and instructor in romance languages at Northwestern U. Nesbitt, who speaks five languages besides English, is attempting to establish a common standard for pronunciation of proper personal and place names figuring in the news. Here are (l to r) announcers Charles Lyons, Elizabeth Hart, Fort Pearson, Bob Brown, Nesbitt, Norman Barry, Louis Roen and Don Dowd.

Revived Georgia Group Names Woodruff Head

WITH 19 of the 20 stations now operating in Georgia represented, the Georgia Assn. of Broadcasters was reorganized in Macon Sept. 10 at the call of Jack Williams Sr., WAYX, Waycross, and E. K. Cargill, WMAZ, Macon, last president of the organization, which had ceased to function about three years ago. Fifty were present.

James Woodruff Jr., WRBL, Columbus, was named president for the ensuing year; Ray Ringson, WRDW, Augusta, vice-president; Marjorie Willis, WTOC, Savannah, secretary-treasurer. Directors named are Messrs. Williams, Cargill and Leonard Reinsch, WSB, Atlanta.

An address, "The Future of Radio," by Neville Miller, NAB president, featured the meeting, and Mr. Miller conducted a round-table discussion on radio problems.

Big Defense Series

RECOGNIZING radio as the most effective means of giving the public progress reports on national defense, the National Defense Advisory Commission will begin a series of 15-minute nationwide network broadcasts starting Sept. 19, at 9:15 p.m. (EST) with each of the seven commissioners rotating on the three major networks. The series was worked out "through the cooperation of the three major networks", the Commission reported. Edward R. Stettinius Jr., will talk on CBS Sept. 19; Miss Harriet Elliott on MBS, Sept. 26; William S. Knudsen on NBC Oct. 3; Chester C. Davis on CBS Oct. 9; Sidney Hillman on NBC, Oct. 24; Leon Henderson on CBS Oct. 30 and Donald M. Nelson, on MBS Nov. 7.

WIZE-WING Operation

WIZE, Springfield, O., recently authorized by the FCC, will become an NBC-Blue affiliate and will be offered as a bonus station with WING, Dayton, when it begins operations in October or November. WING expects to be ready to operate with its new 5,000 watts fulltime by Nov. 15. Both stations are controlled by Charles Sawyer, Cincinnati attorney and Democratic National Committeeman from Ohio, who is president of the licensee corporations. Ronald B. Woodyard is vice-president and director of both stations.

NYU Radio Course

LECTURE topics to be discussed during the 1940-41 season of the New York U Radio Workshop, which starts its courses Sept. 25, will include radio and political campaigns, the influence of radio on children, regulation of the industry by Government and the relations of broadcasting companies with trade unions, ASCAP and BMI.

Westinghouse Appoints Myhre to Radio Division

APPOINTMENT of L. O. Myhre as manager of manufacturing in the Radio Division of Westinghouse Electric & Mfg. Co., was announced Sept. 14 by Walter Evans, manager of the Division. Mr. Myhre goes to the Baltimore plant of Westinghouse from Long Island City, N. Y., where he was manager of engineering and manufacturing for the Westinghouse X-Ray Co. He has been with Westinghouse since 1920, joining the company after taking its graduate student course.

He worked for a short period at the East Pittsburgh works on cost reduction and factory layout. Then he spent 15 years in the Switchgear Division as personnel man, assistant supervisor of production, general inspector and assistant superintendent. Mr. Myhre will have charge of radio equipment manufacturing, including broadcast apparatus, which Westinghouse entered actively last year.

Humor Scripts in Archives

SCRIPTS from the Jack Benny, Bob Hope and Lorenzo Jones programs are included in a compilation of humor representative of this era which was recently presented, for permanent preservation, to the National Archives in Washington by the American Schools and Colleges Assn., New York. A script from the General Foods Jack Benny show was chosen as an example of the best in situation humor; a Bob Hope script, which the Pepsodent Co., Chicago, sponsors, was selected as typical racy, or gag humor; the Lorenzo Jones broadcast sponsored by the Phillips Chemical Co., New York, was taken as typical of humor in a playlet. All the programs are on NBC-Red.

Linton Represents Sloman

EDWARD CLOMAN Productions, Hollywood, which produces transcribed program features, has appointed Ray Linton & Co., New York, as its representative with agencies in New York, Chicago, Philadelphia and Detroit. The Linton Co. also has field representatives to cover stations and agencies in smaller Eastern towns. First two Sloman productions to be represented by Ray Linton are the half-hour weekly transcribed program from the book *In His Steps*, by C. M. Sheldon, and *This Thing Called Love*, five-minute transcribed love dramas. When Sloman's contract with Radio Attractions to represent *The Adventures of Pinocchio* terminates in October, Ray Linton also will handle that feature exclusively.

LATE *Personal* NOTES

STERLING FISHER, CBS director of education, has been named by the network as its representative on the executive committee of the Fderal Radio Education Committee to fill the vacancy created by the recent resignation of Frederic A. Willis, former assistant to President William S. Paley. Mr. Willis had represented CBS on the FREC executive committee since its formation Dec. 18, 1935. Five educators, five broadcasters and one representative of the FCC make up the executive committee, whose chairman is Dr. J. W. Studebaker, U. S. Commissioner of Education.

WILLIAM B. HINES, time-buyer of Morse International, New York, for the past two years, and formerly with WSM, Nashville, on Oct. 1 is resigning to become national sales manager of WTAQ, Green Bay, Wis.

WILLIAM BENT, formerly of Clark Equipment Co., Buchanan, Mich., and a graduate of Princeton U, has joined the transcription department of WBBM Chicago, as assistant to G. M. Clare department supervisor.

ELLA PHAROAH, secretary to C. E. Arney Jr., of the NAB, and on the secretarial staff of the association since 1932, was secretly married Aug. 17 in Lisbon, O., to Jack Nelson, of the Washington branch of Canada Dry Ginger Ale Co. She plans to remain with the NAB headquarters staff.

ALFRED W. CRAPSEY, KOA, Denver, sales executive, and Eddye Duvall have announced their engagement.

RALPH LEWIS, formerly of KYUM, Yuma, Ariz., has joined the engineering staff of KGVO, Missoula, Mont. T. E. Atherstone Jr., KGVO chief engineer, has returned to work after an illness that confined him to the hospital.

KEN TAYLOR, station technician, has been elevated to chief engineer of KTMS, Santa Barbara, Cal. He succeeds Clinton C. Van Cott, who resigned to join the Fresno, Cal. division of Civil Aeronautics Authority as radio engineer.

S. S. SMITH, transmitter engineer of WBT, Charlotte, N. C., commissioned a captain in the reserve corps of the Army in August, left recently for Fort Sill, Okla., for further Army training.

THOMAS B. MOSELEY, engineer of KGKO, Fort Worth, in mid-August married Gloria Thornton.

HUGH BROWN, announcer of KYSM, Mankato, Minn., is the composer of "Boardwalk", an orchestral composition first played Aug. 30 by the St. Paul Civic Opera Pop Concert Orchestra.

JOHN THORPE, farm editor of KYW, Philadelphia, on Sept. 6 attended the conference on farm problems held by GOP Presidential Candidate Wendell L. Willkie at Rushville, Ind. The conference, attended by sixty-four farm editors and publishers, was the first to which radio had been invited to discuss agricultural problems with a presidential nominee in a political campaign. Sixteen of the 64 present represented radio.

DON ROBERTS, formerly a member of NBC's spot and local sales staff in New York, has been transferred to the Blue sales staff, effective Sept. 12. Philip Porterfield replaces Roberts in his former position.

DR. LEON LEVY, president of WCAU, Philadelphia, on Sept. 19 will be host at a studio party for about 200 of his classmates from the U of Pennsylvania dental school, Class of 1915, visiting Philadelphia in connection with the University's bicentennial celebration.

DAN RISS, formerly chief announcer of WRUF, Gainesville, Fla., and radio actor for the U. S. Office of Education, Washington, has joined the announcing staff of WLW, Cincinnati.

GLORIA G. CORRIOLS, translator, and Robert A. Carballeira, announcer, have joined the Spanish section of the staff of WPIT, Westinghouse international shortwave outlet in Pittsburgh. Both will concentrate on WPIT news broadcasts to Latin America.

CHARLES LUTZ, formerly of WKRC, Cincinnati, has joined the sales department of WGN, Chicago.

GEORGE COMTE, announcer of WTMJ, Milwaukee, is the father of a girl born Sept. 9.

ED HASE has rejoined WCHV, Charlottesville, Va.

TRAINING MEN
to take care of tomorrow's jobs

Important to our great industry are those men who will step forward to carry on the work we have started today. Through the years, the policy of CREI has been directed toward training better engineers for the future. The fact that men in more than 350 broadcasting stations select CREI training, is evidence that our methods are worthwhile. We would like to have you read a copy of our new booklet, "CREI Extends to You Study Facilities at Home." Extra copies also will be gladly mailed to members of your staff without obligation. Write to . . .

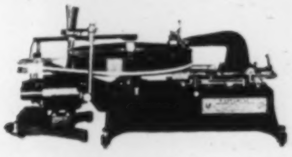
E. H. RIETZKE, Pres.

CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-9, 3224 - 16th St., N. W., Wash., D. C.

Crystal Specialists Since 1925
ATTENTION
BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION
We are at your service to—
1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted . . $30.00
LOW DRIFT - APPROVED BY FCC

Scientific RADIO SERVICE
124 Jackson Ave.
University Park, Md.

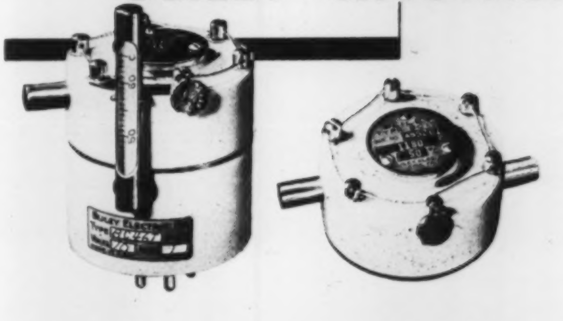
PROFESSIONAL RECORDER



Conceded everywhere as THE professional machine for professional use and results. Undisputed leadership for over 6 yrs. as the standard all-purpose recorder. Time tested all over the world by schools and colleges, stations, recorders and laboratories. Engineered for long and continuous service. Heavy and rugged, weighs approx. 225 lbs., 16 in. turntable, 100% synchronous motor, new full freq. cutting head, patented lead screw, belt drive. A marvel of performance, long life and dependability. At your dealer or jobber.

UNIVERSAL MICROPHONE CO., Ltd.
Inglewood, Calif. U. S. A.

PRECISION MADE
BLILEY CRYSTALS



Thorough workmanship, critical inspection tests and accurate calibration, assure the high degree of precision and dependability essential in all radio communication services. Write for catalog G-11 covering Bliley crystals, holders and ovens for frequencies from 20kc. to 30mc.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

SWIFT & Co., Chicago, on Sept. 28 only will sponsor a variety program titled *Swift's Brookfield Sausage Party for the Breakfast Club* on 78 NBC-Red and Blue stations from 10:30-11 a.m. with a rebroadcast at 11:30 a.m. the same morning. Agency handling the account is J. Walter Thompson Co., Chicago.

ATTENTION

BROADCASTERS

AND

ADVERTISING MEN!

KGVO

INVITES YOU TO VISIT

AMERICA'S SUMMER PLAYGROUND

IN AND AROUND

VIA

AIRWAYS -:- HIGHWAYS -:- RAILWAYS

Missoula-Mont.

Mrs. Lewis to Conduct New Child Radio Survey

RADIO COUNCIL on Children's Programs, New York, through its chairman Mrs. Harold V. Milligan, has announced that Mrs. Dorothy Lewis, vice-chairman of the Council and radio chairman for the National Society of New England Women, will make a survey of children's programs throughout the country this fall and winter, including 102 cities and 250 radio stations. Mrs. Lewis will visit the stations to study programs, merchandising methods and public participations, and plans to broadcast locally in addition to holding discussions with civic leaders.

Results of the survey, which will be similar to the one Mrs. Lewis conducted last spring under the auspices of the NAB, will be available for use by the Council in New York and by the NAB.

JOE L. SMITH Jr., operator of WJLS, Beckley, W. Va., and son of Congressman Joe L. Smith of West Virginia, has applied to the FCC for a new 100-watt station on 1370 kc. in Wheeling.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and
Allocation Engineering
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FIELD INTENSITY SURVEYS
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EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
7134 Main Street, Kansas City, Mo.
Branch office, Crossroads of the World
Hollywood, Cal.

Birthday Program

FIRST WORDS ever spoken over WFMJ, Youngstown, introducing its *Morning Moods* program of Sept. 7, 1939, opened the first anniversary celebration of the station in which the entire staff celebrated. Special script was written by Lee Bland, new program director, with James Sirmons, production manager, handling the announcing and Len Nasman, commercial manager, telling the audience the story of WFMJ's growth. Also on the program were Col. L. R. Boals, musical director, and Chief Engineer Frank Dieringer, the latter giving a short talk on FM.

State Defense Group

APPOINTMENT of a State defense committee of newspaper editors and publishers and radio executives "to keep the Connecticut press and radio free from subversive propaganda" was announced Sept. 12 by Gov. Baldwin of Connecticut. Members of the radio committee are Paul W. Morency, WTIC, Hartford; Joseph Lopez, WICC, Bridgeport; Jack Henry, WBRY, Waterbury. Among members of the press committee are Ward Duffy, managing editor of the *Hartford Times*, which operates WTHT, and E. Robert Stevenson, editor of the *Waterbury Republican-American*, which operates WBRY.

KVI, Tacoma, Wash., has appointed George B. Hollingbery Co. as national representative.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Experienced Announcer—southern city, Nov. 1, $25 week. State full experience first letter. Box A943, BROADCASTING.

WANTED—financial interest to invest in proposed local station corporation—either active or inactive partner desired. Box A941, BROADCASTING.

Wanted Immediately—experienced announcer. Send audition records and letter giving full details on experience. Radio Station WBOW, Terre Haute, Indiana.

Staff Needed—for new local in southern city about November first. Probably network affiliate from start. State salary. Box A944, BROADCASTING.

Announcers Wanted—one experienced news-sports man, and one experienced on farm shows. Give age, experience, salary desired, and transcription of voice if available. WJBC Bloomington, Illinois.

Producing Salesman-Announcer—city 10,000 Southwest. Enclose snapshot, personal description, give experience, references, salary needed start; opportunity. Box A946, BROADCASTING.

Commercial Manager—southern city, network affiliated local. Must have proven sales ability, promotion ideas. Inquires confidential. State money required first letter. Box A942, BROADCASTING.

Radio Personnel—thru our par-excellent Intermediary service we promote you to highest grade positions. Confidential. Reliable. Small cost. Let us help you. Personal Promotion Service, 3 Crandall Street, Binghamton, N. Y.

Station Managers & Employees—we operate nationally! We have made satisfactory placements in nearly every section of this country with clients in 42 states and two U. S. possessions. Let us help you, too! National Radio Employment Bureau, Box 864, Denver, Colorado.

Experienced Salesman—for 5 KW Western network affiliate. Must be reliable producer, capable creating program sales. Write airmail detailed statement all positions held, dates, salary, monthly sales average, percentage program and announcement sales, merchandising and promotion experience, starting salary or salary-commission desired; enclose photo, references, all personal data. Box A950, BROADCASTING.

NEWS MAN-ANNOUNCER—regional station North Central States wants a man 21 to 40 years of age with newspaper reporter background and radio announcing experience. Must be a man capable of collecting, editing and broadcasting news. Write complete details your news and radio experience, give references for character and employment and minimum salary expected in first letter. Box A936, BROADCASTING.

Situations Wanted

Sports Announcer—play-by-play all sports. Sport commentary. References, recording. Box A949, BROADCASTING.

Announcer—college education, experienced, good voice, desires position with small station. References, transcription. Box A940, BROADCASTING.

Competent Engineer—now employed with 100 watt station, desires change. Present salary twenty-five weekly. Box A937, BROADCASTING.

Free-lance Commercial Writer—has created commercials for national advertisers; will write yours for surprisingly small fee. Box A947, BROADCASTING.

Radio School Graduate—with telephone first and telegraph second class licenses. Will accept nominal salary to gain experience in broadcast. CW or FM Station. Box A948, BROADCASTING.

Have Money and Services—to invest in small station. Will qualify as announcer, salesman, bookkeeper, secretary-treasurer, junior executive. Young, married, sober, affable, ambitious. Box A945, BROADCASTING.

Engineer Press Operator—employed, ten years broadcast and marine desires change. First class radiotelephone and radiotelegraph. Transmitter, control room, maintenance. Box A935, BROADCASTING.

Chief Engineer—desires change in more progressive station. Now employed, excellent record, 12 years experience. Available on two weeks notice. Prefer Mid-West or South. Will accept position as Chief Engineer in any station from 1000 watts. Box A938, BROADCASTING.

Announcer—wishes connection with network affiliate. Now employed. Thoroughly experienced in personality and routine work. Interested in production. Thirty years old; married. Excellent references and transcription available. Address Box A939, BROADCASTING.

Wanted to Buy

Used—RCA 96A or WE 110A Limiter Amplifier, Rack type Audio Oscillator, GR Distortion Meter, Recording Equalizers and Attenuators. Box A951, BROADCASTING.

For Sale

For Sale—old KFBI 5 kilowatt composite transmitter including 50 kilowatt rectifier. Will sell component parts. Write for list to KFBI, Wichita, Kansas.

Equipment

FAIRCHILD AVIATION Corp., Sound Equipment Division, Jamaica, L. I., has announced a new cabinet model studio-type recorder and transcription turntable. Both units are mounted in metal cabinets on special mountings constructed to reduce noise level. Cabinets are finished in gun metal with chromium trim. The F-79 recorder is built around the standard Fairchild 199 unit, and the new F-81 turntable has the mechanism of the Fairchild standard 227 transcription turntable.

RCA MFG. Co., Camden, N. J., has announced the sale of the following equipment: WJBO, Baton Rouge, La., FM-1-A 1,000-watt FM transmitter; WAJR, Morgantown, W. Va., 250-K transmitter.

CHARLES MICHELSON Electrical Transcriptions, New York, has announced a new 18-pound portable transcription record playback machine. The new machine plays all records up to 16 inches at both 33 1/3 and 78 r.p.m. and operates on AC-DC. Three recordings may be stored inside the case.

KVOE, Santa Ana, Cal., granted FCC permission to increase power from 100 to 250 watts, has started erecting a new RCA transmitter. An RCA limiting amplifier and other new equipment also will be installed.

RCA MFG. Co., Camden, N. J., has issued its first catalogue describing RCA equipment available for FM broadcasting, covering the FM-1A and FM-1B 1,000-watt FM transmitters.

R. L. GRIFFIN, for eight years in charge of traffic and purchasing for Universal Microphone Co., Inglewood, Cal., has been appointed Southwestern area sales manager.

CINEMA ENGINEERING Co., Burbank, Cal., has announced its new Model 1658 attenuator. The unit has 2% wire wound resistors, reamed sleeve bearing and ground shaft as well as precision surfaced contact points embodying the same precision and careful workmanship found in higher priced C-E controls manufactured by that firm.

HEWLETT-PACKARD Co., Palo Alto, Cal., has announced a new distortion measuring set, No. 320A. Unit can be used with any signal generator and oscilloscope to give distortion readings at two different frequencies.

WHK, Cleveland, has started installation of its new directional antenna in connection with its fulltime 5,000-watt operation, and expects work to be completed about Oct. 15.

CHNS, Halifax, and CHSJ, St. John, N. B., are building new studios, according to Guy Herbert of the Toronto office of All-Canada Radio Facilities.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
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in the WORLD

•

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

WITH THE recent entry of Westinghouse into the whole field of radio transmitter construction and design, Col. Louis B. Bender, distinguished Army Signals Corps officer, joins that company's Radio Division in Baltimore, as consulting engineer, upon retirement Sept. 30. Col. Bender said that due to the Army's use of Westinghouse for development and production of military materiel, "I hope still to be of some service to the Army in this new set-up." When Walter Evans, manager of the Westinghouse Radio Division, persuaded Col. Bender to accept his new post, he was head of the Research & Development Division of the Signal Corps.

Hackbusch Named

RALPH A. HACKBUSCH, since 1930 chief engineer and factory manager of Stromberg-Carlson Telephone Mfg. Co. of Canada, Toronto, has been named general manager of the company, according to an announcement by Wesley M. Angle, president of the parent Stromberg-Carlson Telephone Mfg. Co., Rochester. He succeeds N. W. Baldwin, who has been transferred to the Rochester plant to be in charge of production of army equipment for the Government. Mr. Hackbusch is prominent in radio engineering circles, and is active in IRE and RMA councils.

Monitor Moved

THE GREAT LAKES monitoring station, one of seven FCC listening posts in the United States, on Aug. 16 was moved from the Great Lakes naval training station, located in Northern Illinois, to a new $25,000 home at Allegan, Mich. The change was necessary because of nearby interference. The station was moved from Chicago approximately six years ago for like reasons. In addition to monitoring wave lengths, the station serves as a guardian of Great Lakes' shipping since it continually is attuned to ship radios.

141 radio stations from coast to coast now using
TEL-PIC
WINDOW DISPLAYS
with its daily
mailed picture service

TEL-PIC SYNDICATE, Inc.
1650 BROADWAY, NEW YORK

P.S. Our new reciprocal plan is without cost to station.

WDAY's New Towers

WDAY, Fargo, N. D., has started constructing three new 268-foot directional antenna towers, along with installing additional equipment, in keeping with its increase in night power to 5,000 watts. The station claims the new installations and fulltime 5 kw. operation will bring a 50% increase in daytime coverage and a 350% increase at night. The new directional system will incorporate the two present towers and three new ones on a 40-acre plot. The project is to be ready for operation by Nov. 1. Construction work, supervised by Chief Engineer Julius Hetland, is being done by Field-Martin Co., Minneapolis, with H. R. Walrath as field superintendent.

WDRC's FM Programs

W1XPW, FM adjunct of WDRC, Hartford, Conn., on Sept. 16 will begin a regular broadcast schedule of programs developed by its own staff, according to General Manager Franklin M. Doolittle. The station, one of the first FM outlets, has been on the air a year, using WDRC and CBS programs. The new schedule provides for emphasis on features originated by its own staff to demonstrate FM's high-fidelity, with supplementary programs from WDRC and CBS. Mr. Doolittle also has announced appointment of Robert M. Provan Jr. to exclusive promotion and production of programs at W1XPW. Kenneth McLeod and Carleton Brown, who participated in early FM experiments, have been placed in charge of the W1XPW transmitter at Meriden, Conn.

HITLER EXCLUSIVE
Mutual-Don Lee Only Coast Nets To Carry Talk

IN ONE of those paradoxes of radio, Don Lee Broadcasting System, the MBS Pacific Coast affiliate, on Sept. 4 was the only group of West Coast stations to carry Adolf Hitler's speech from Berlin. Mutual-Don Lee network took the full speech and ceremonies, in utilizing 1 hour, 45 minutes and causing cancellation of several commercial programs. Neither CBS nor NBC carried the talk. Executives of those networks gave as their reason for the omission, "we weren't advised".

Lewis Allen Weiss, general manager of Don Lee Broadcasting System, Los Angeles, created a furore July 19 when he cut Hitler off the 31 Pacific Coast stations in the midst of the chancellor's speech justifying his war policies. Mr. Weiss at the time declared that "Hitler should not be permitted to use our American facilities to justify his crimes against civilization itself" [BROADCASTING, Aug. 1]. Following Mr. Weiss' action, Dr. Otto Dietrich, Hitler's personal press representative, cancelled all service to MBS for about a week, but permitted Sigrid Schultz, the network's Berlin commentator, to resume her activities on July 28 [BROADCASTING, Aug. 15], when relations returned to normal.

WNLC, New London, Conn., celebrated its fourth anniversary Sept. 13 by increasing its power to 250 watts fulltime.

HOWARD *Recording Discs*

IMPROVE TONE QUALITY and Cut Your Costs as Much as 50%

HOWARD Recording Discs are made on heavy, low stress, soft metal cores which insure permanent flatness. The special Type "C" fine grain coating, an exclusive HOWARD development, has exceptional shearing qualities and is *Hardness Processed* for long life and good reproduction of the higher frequencies.

It will pay you to make your recordings on these quality discs. If your jobber cannot supply you write us for complete facts, prices and sample demonstration disc. The superior reproduction from HOWARD Recording Discs will be a revelation.

Extremely Low Surface Noise

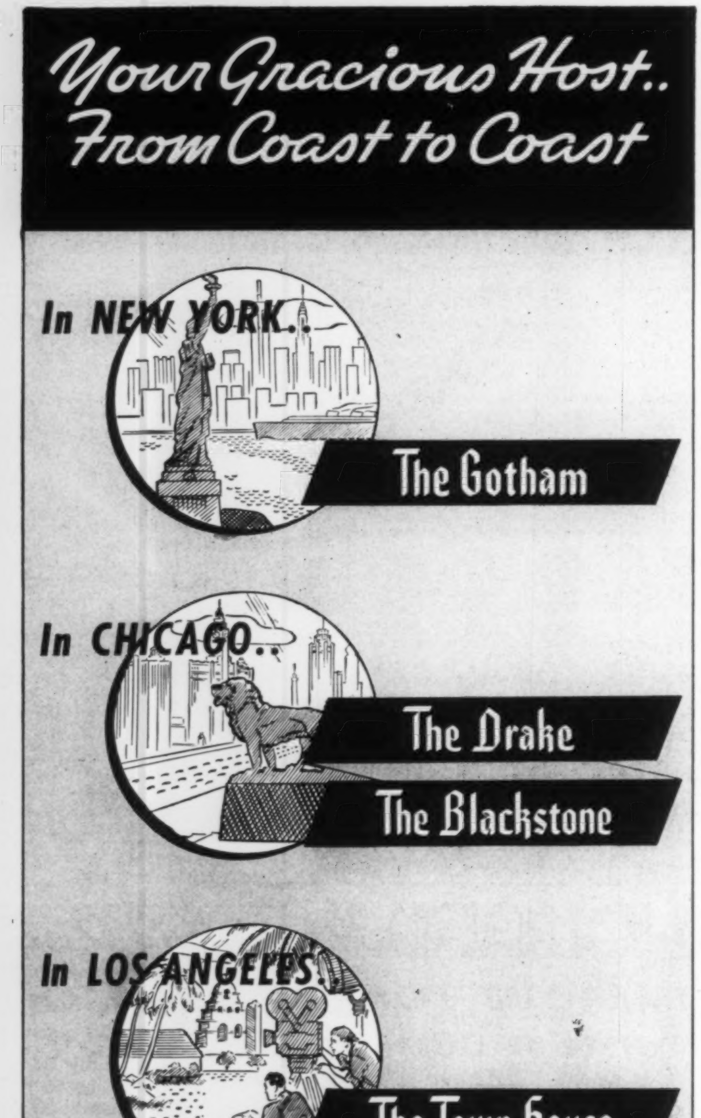
Soft Metal Base

Long Shelf Life—No Deterioration

Flame Proof

Write for Complete Details and Free Demonstration Disc!

HOWARD RADIO COMPANY
1731-35 Belmont Av., Chicago, Ill. - Cable Address: HOWARDCO, USA
America's Oldest Radio Manufacturer



IBEW Claims Signing Of West Coast Stations

A CAMPAIGN to organize all broadcast technicians and supervisors in Pacific Coast and Mountain states radio stations has been launched by International Brotherhood of Electrical Workers, Hollywood. Drive is being directed by William Kelly, IBEW international representative, and Al Speede, business representative of Local 40, Hollywood. A contract was signed in early September with KMPC, Beverly Hills, Cal., under which technicians will receive wage increases ranging up to as high as 40%, according to Speede.

At a recent election KHJ workers designated IBEW to represent them. It was agreed, however, that the present conract would continue until expiration in early 1941. Several other California stations have also been signed, it was said. Kelly recently organized the Washington radio field making it practically 100% IBEW. Every station in that State, it was said, with exception of three small concerns, signed IBEW agreements. Oregon is reported as 60% organized. Besides Washington, Oregon and California, IBEW plans to have Nevada, Utah, Colorado, Idaho, Montana and Arizona fully organized within the next year, Speede said.

Wins Marconi Scholarship

WHEN Robert Joseph Stahl, of Redwood City, Cal., was formally given the Marconi Memorial Award Scholarship for 1940, Hal Styles, Hollywood commentator, and chairman of Pacific Coast Chapter of the Veteran Wireless Operators Assn. made the presentation during a special Mutual-Don Lee network broadcast. Award is made annually by VWOA to the boy or girl winning a national essay contest sponsored by the American Institute of New York, through its Science and Engineering Clubs. Holder is entitled to a two-year scholarship in radio technology at RCA Institute.

RCA Plant at Maximum

RCA MFG. Co., Camden, N. J., reports an all-time high employment roll of 13,300 compared with 8,500 a year ago, and for the first time since buying out the Victor Talking Machine Co. in 1930, is using every available inch of floor space. Production is increasing due to the national defense program, and pay scales are reputedly the highest in the industry, but the company cannot get enough skilled workers. Present Government contracts held by RCA are not large in proportion to the company's total business, officials stated, but changes are now under way to provide maximum production facilities for national defense orders.

(U.P.)

THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

UNITED PRESS

in the CONTROL ROOM

E. K. COHAN, CBS director of engineering, described the new Pea Island transmitter project of WABC, New York [BROADCASTING, Sept. 1], as guest speaker in the CBS *Adventures of Science* series Sept. 12.

JAMES BONNEY, engineer of WORL, Boston, recently sailed his 21-foot *Wiwona* to victory during Marblehead's Race Week over 35 other boats. He also copped six first places, six seconds, and seven thirds out of 25 other regular races.

HERBERT EIDSON, transmitter engineer of WIS, Columbia, S. C., has been named chief control operator, succeeding Robert Lambert Jr., resigned. Richard Bolen, formerly of Washington, has succeeded Mr. Eidson.

GEORGE W. KLINGAMAN, recently holder of a research fellowship at Lehigh U. has joined the engineering department of WOR, New York, to specialize in FM broadcasting at W2XOR.

KENNY WOODYATT, relief operator, has been given a regular post at KYOS, Merced, Cal.

TOMMY HUMPHREYS, engineer of WBRC, Birmingham, Ala., on Oct. 5 is to marry Lydia McBain.

CARL CABASIN, engineer of WDAY, Fargo, N. D., recently married Lorraine Sandie.

MAURICE BERTSCH, technician of KYA, San Francisco, has returned to his post following an appendectomy.

CURT PIERCE, control engineer of NBC, Chicago, on Oct. 26 will marry Catherine Warren.

BOB HITE, engineer of WIRE, Indianapolis, has been granted a patent on an automatic electric starting device which is being used extensively at harness races.

J. E. DUNN, formerly of KFJZ, Fort Worth, has joined the engineering department of KFRO, Longview, Tex., succeeding Julian Bishop, who has joined KRMD, Shreveport, La.

JIM JOBES has joined the announcing-engineering staff of WMFJ, Daytona Beach. Walter Miller, announcer-operator, recently resigned to join the FCC. Webster Ellenwood, chief engineer, has applied for a naval reserve commission.

PAUL SCHULZ, chief engineer of KYA, San Francisco, was the first member of the staff to bag a deer when the season opened in California in August.

ELBERT ASCH, engineer of KSTP, St. Paul, is the father of a boy born recently.

FRANK MERRIFIELD, studio engineer of CKLW, Windsor, is recovering from an appendectomy.

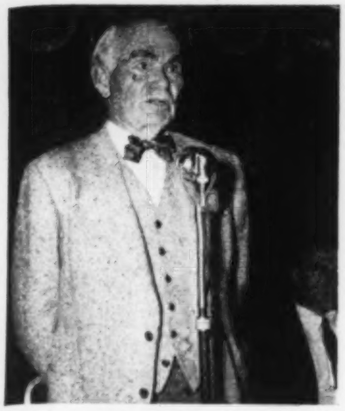
RAYMOND BAIRD, new to radio, has joined the engineering staff of WGBR, Goldsboro, N. C.

TOM BISSETT, who formerly operated his own radio and sound equipment service, has joined the engineering staff of Norman B. Neely Co., Hollywood manufacturers' representative.

GEORGE HERRICK assistant chief engineer of WINS, New York, and Richard Meaney, conductor of the station's *Legion of Kindness* program, on Sept. 5 acted as blood donors for the American Red Cross in New York.

THOMAS FELINEY, engineer of National Television Corp., Newark, recently became the father of a boy, Thomas Jr.

BARTON KREUZER, Hollywood recording director of RCA, is the father of a boy born Aug. 26.



"FATHER" was there when 200 members of Chicago's radio fraternity observed the 67th birthday of Dr. Lee DeForest, pioneer radio inventor, credited with development of the vacuum tube. All branches of radio and communications were represented at a banquet Aug. 26 to pay homage to the inventor, now collaborating with U. A. Sanabria, president of American Television Laboratories in developing their new pilotless television torpedo plane.

Leon F. Douglass

LEON F. DOUGLASS, inventor and co-founder of the Victor Talking Machine Co., on Sept. 8 died at his home in San Francisco after a long illness at the age of 71. Mr. Douglass, who invented the first spring motor for a phonograph and patented the first coin telephone, founded the Victor Co. in 1900 with Eldridge Johnson, retiring in 1921 when he was chairman of the board. In 1926, he invented a device for double reproduction of sound in radio to improve reception, and was originator of the famous Victor slogan "His Master's Voice".

Guild-Disc Pact

A DEFINITE agreement has been reached between western division of Radio Writers Guild and Assn. of Transcription Producers of Hollywood, on basic wage scales after months of negotiation. ATPH announced Sept. 5 it would recommend signing of the RWG contracts, to take effect Oct. 1. Firms to be included in the minimum basic agreement are Radio Transcription Co. of America, Edward Sloman Productions, Standard Radio, Fred C. Mertens & Associates, Raymond R. Morgan Co., Fields Bros. and C. P. MacGregor.

Baker, Terman Proposed For Presidency of IRE

INSTITUTE of Radio Engineers early this month sent to its membership ballots for the election of 1941 officers and directors, setting Oct. 24 as the deadline for their mailed return. Nominated for president are Dr. W. R. G. Baker, manager of the Radio and Television Dept., General Electric Co., and Dr. F. E. Terman, dean of the electrical engineering school of Stanford U. Dr. Baker is now a director and Dr. Terman is now vice-president of IRE.

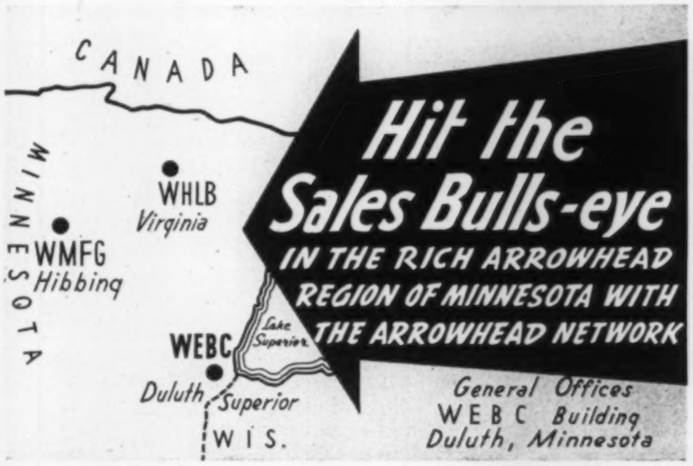
Resuming the custom of electing a distinguished foreigner as vice-president, the only nominee for that post is A. T. Cosentino, chief of the Argentine Radio Service. Three out of six nominees for 1941-43 directorships are to be elected, the nominees being; J. E. Brown, Zenith Radio Corp.; E. T. Dickey, RCA Mfg. Co.; H. C. Forbes, Colonial Radio Corp.; H. T. Friis, Bell Laboratories; O. B. Hanson, NBC; L. P. Wheeler, FCC.

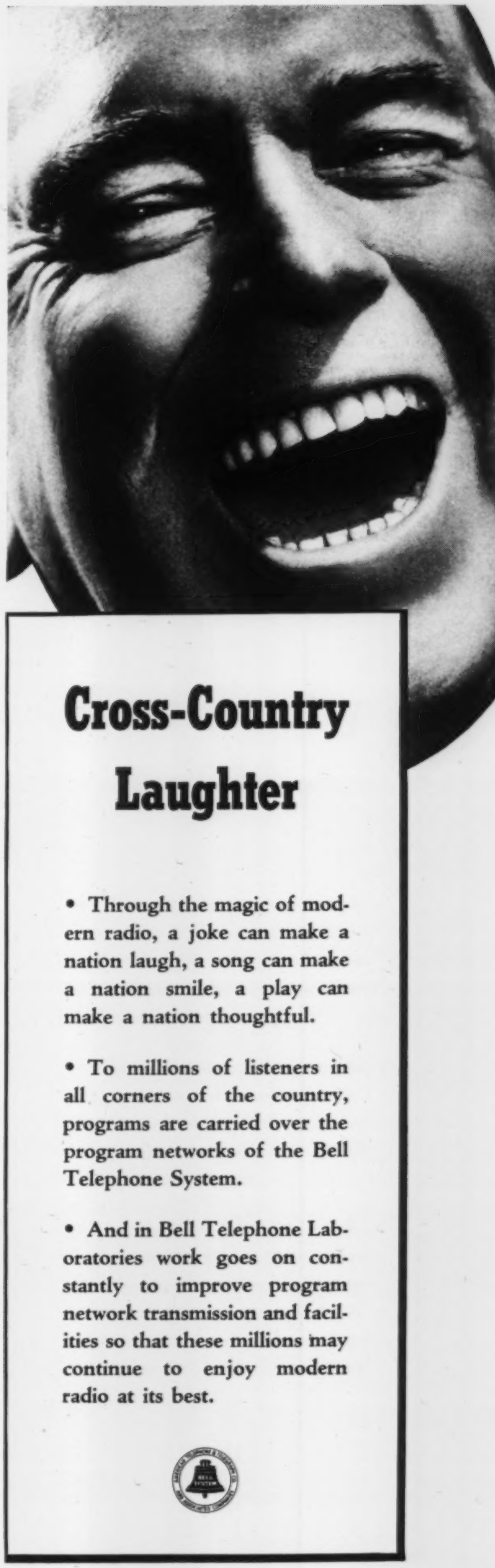
Show Success

WHEN the Goodman Wonder Shows played Sioux City the last week in August, KSCJ was used as the principal advertising medium and proved the power of radio. Three days before the opening, 30-second spots were used at various times during the day, along with a quarter-hour interview. Opening night drew a record crowd. During the week daily quarter-hour spots also were used, with Charles Sebastian, KSCJ special events man, interviewing people connected with the show and describing different features. The only other advertising medium, outside of the usual handbills and posters, was a two-inch ad in the amusement column of the local newspaper.

Seeks Shift for FM

CLEVELAND'S board of education shortwave broadcasting station, WBOE, one of the few placed in operation since the FCC reserved high frequencies for non-commercial educational services, has applied to the FCC for authority to change over to FM transmission. Now operating with 500 watts on 41.5 kc., it asks for 1,000 watts on 42.5 mc.





Cross-Country Laughter

- Through the magic of modern radio, a joke can make a nation laugh, a song can make a nation smile, a play can make a nation thoughtful.
- To millions of listeners in all corners of the country, programs are carried over the program networks of the Bell Telephone System.
- And in Bell Telephone Laboratories work goes on constantly to improve program network transmission and facilities so that these millions may continue to enjoy modern radio at its best.

Studio Notes

FIVE staff members of CKLW, Detroit-Windsor, are in the non-permanent active Canadian militia. Capt. Douglas Aitchison, of the engineering staff, is a provisional major in the 2d Battalion of the Essex Scottish in Windsor. Two other staff members in the same unit are Lieut. Campbell Ritchie, traffic manager, and Lieut. Frank Lynch, announcer. James Van Kuren, announcer, and Raymond Laforet, of the commercial staff, also are in training with the Essex Tank Regiment, as members of the signal corps.

DR. LEO R. KENNEDY, dean of education at St. Louis U, has been named chairman of the KMOX committee on education for 1940-41. He succeeds the late Dean Frank M. Debatin, who was killed recently in an automobile crash in California. The committee was created by the St. Louis station last year to help supervise its educational and civic features.

WKRC, Cincinnati, on Sept. 9 started a news-on-the-hour policy, running from 7 a. m. to 6 p. m. (EST), according to Hulbert Taft Jr., general manager. In addition to the hourly reports, a complete roundup of each day's news is given at 10:30 p. m. The streamlined service presents Bill Welch as morning reporter; Dwight Mallon at mid-day, and Bob Morgan on the 6 p. m. and 10:30 p. m. news periods. All news copy is prepared by Robert Heidler and Mallon, and all WKRC newscasts originate in the newsroom in the *Cincinnati Times-Star* Bldg., served by AP and *Times-Star* dispatch facilities.

WHP, Harrisburg, Pa., recently received plaudits for its on-the-spot coverage of a $400,000 fire at the local warehouse of the Oliver Farm Equipment Co. With the fire breaking out late in the evening, and all local fire apparatus called to the scene, WHP sent its mobile unit along with the fire engines and broadcast a description of the scene, along with interviews with firemen and police. The conflagration went on the air so quickly that Manager A. K. Redmond took over a microphone to aid the special events staff, while Dick Redmond, special events director, supervised the pickup.

WCAU, Philadelphia, on Sept. 13 started broadcasting its dramatic series on aviation, *America Flies*, to European countries via its international shortwave outlet, WCAB. Coincident with the extended coverage, the program format was revised to increase emphasis on the defense side of the nation's aviation story. The show features as m.c. Col. J. Victor Dallin, manager of the Philadelphia Airport and a former Army flyer.

WCCO, Minneapolis, estimated more than 400,000 persons visited its booth at the recent Minnesota State Fair. Featuring pictures of local radio stars, playback equipment, transcribed sound effects and 24 manual sound effects, the booth was the most elaborate of recent years. Last year 150,000 visitors were registered at the booth during the 10-day fair.

WHIO, Dayton, O., continuing a policy inaugurated in 1936, has completed a summer schedule of special displays and broadcasts at eight county fairs within its primary area. The displays, attracting record crowds, included panels of photographs of CBS stars, WHIO staff and talent and pictures of Cincinnati Reds players. An oscillograph also was a popular feature of the exhibits.

SOFTBALL team of WHK-WCLE, Cleveland, made up of staff members, on Sept. 1 defeated a similar WGAR team, 6 to 1. The WHK-WCLE squad has completed arrangements to play the winner of the Cleveland newspaper softball competition.

"ASK ME ANOTHER" PROGRAM.
STATION WXY
SID HIX

Drawn for BROADCASTING by Sid Hix

"I'm Your Tailor—May I Ask a Question?"

KFRO, Longview, Tex., has established remote studios in Marshall, Tex., according to an announcement by James R. Curtis, KFRO president. The studios, located on the mezzanine floor of Hotel Marshall, are air conditioned and equipped with RCA microphones and turntables and other new equipment. The Marshall studios will divide time with the Longview studios of KFRO. Foster W. Fort manages the new studio, with Lynn Williams as program director.

AUGUST business of WNEW, New York, exceeded any single month in the station's history and showed an increase of 578% over August, 1939, according to Herman Bess, vice-president in charge of sales of the station. Nineteen new accounts were added during the first 20 days of the month. Mr. Bess stated that the record month climaxes an unusually active summer for WNEW with time sales exceeding any other summer in its history.

CLIFF HOWELL, program director of KSFO, San Francisco, recently entertained the Oakland Ad Club with a demonstration quiz stunt based on his *News-Quiz*. Shiny new 1940 pennies instead of dollars were awarded the Ad Club quizees during the demonstration.

WHEN fire destroyed the $350,000 California Building at the Golden Gate Exposition on Treasure Island recently, all three networks were on the job, giving an on-the-scene description of the blaze to a coast to coast audience. It was in its auditorium that the NAB staged its annual banquet the closing night of the San Francisco convention, Aug. 7.

WFVA, Fredericksburg, Va., on Sept. 8 observed its first anniversary. During its first 12 months it claims to have developed 104 separate live talent programs and at present has 61 advertisers buying time. WFVA is managed by Richard F. Lewis Jr. Other members of the staff include Everett Howard, program director; Ronald Dawson, production manager; Lee Smith, commercial manager; Nan Winkler, secretary and publicity chief.

WREN, Lawrence, Kan., carried a total of two hours 55 minutes of special on-the-spot broadcasts from the Aug. 30 Midwest Defense Conference in Kansas City, claiming to be the only station to broadcast every major speech of the meeting. The meeting, attended by 1,600 delegates, was called to express Midwestern alarm at government allocation of war emergency appropriations to firms in the East and far West, to the exclusion of Midwest manufacturers.

KARM, Fresno, Cal., has built a new entrance lobby and two new staff offices.

Recruits Sworn

CLAIMING to have achieved a record of one kind or another, KOA, Denver, on Aug. 30 broadcast from its own studios ceremonies during which Comdr. C. M. Johnson, U.S.N., gave the oath of allegiance and swore in a class of 51 naval recruits. The induction ceremonies were witnessed by about 300 relatives and friends of recruits, with studios and observation galleries packed to capacity.

WSAI, Cincinnati, after the daylight time change Sept. 30 will head into record fall and winter business although regular commercial baseball broadcasts will have stopped, it was predicted Sept. 11 by General Manager Dewey Long. He declared that figures for the fall and winter indicate that WSAI has more business booked than during the present sponsored baseball season, with more than 300 quarter-hours a week already signed and other reservations hanging fire.

CURRENT events of interest to American Jews are featured in a twice-weekly quarter-hour news period on WLTH, New York, which started Aug. 27 under the auspices of the *Jewish Review*, published in New York, and the station. At the microphone is Edward V. Morand, associate editor of the magazine.

KFRO, Longview, Tex., recently presented an innovation in programming by broadcasting the same show twice on the same day at the same hour in the morning and evening. The show, a 30-minute Sunday transcription by Gov. W. Lee O'Daniel, is performed at 8:30 a. m., with a repeat at 8:30 p. m. KFRO claims to have received favorable comment on the repeat technique, since many listeners tune in on the second program because of recommendations of friends who heard the morning show.

THE *Texas Farm & Home* program, produced by various departments of Texas A. & M. College, and broadcast over the Texas Quality Network daily except Sunday, moved Sept. 12 from its present broadcast time, 11:30 a.m., to 6:15 a.m. on the same days. The program, now going into its sixth year on WFAA, Dallas; KPRC, Houston, and WOAI, San Antonio, is being moved to the earlier time to take advantage of a larger potential audience of rural listeners.

WOV, New York, plans to occupy its new studios on the 12th floor of 730 Fifth Ave. by Jan. 1, 1941, at which time the station will begin operations with its new 10,000-watt transmitter and directional antenna system. It is also hoped that a construction permit for the 1,000-watt FM transmitter will have been received from the FCC to start at the same time. Present studios and offices of WOV are at 132 W. 43rd St.

TWO NBC executives are included in the list of authorities in various branches of advertising who will deliver the 26 lectures in the forthcoming Advertising and Selling Course sponsored by the Advertising Club of New York. Edgar Kobak, NBC vice-president in charge of Blue Network sales, will speak on "Selling—Qualifications for Salesmanship," and E. P. H. James, NBC advertising manager, will discuss "Radio Advertising".

UNIVERSAL RADIO Features Syndicate, Santa Ana, Cal., headed by Tom E. Danson, has taken over assets of the Homer Canfield Radiologic Syndicate, Glendale, Cal. With the consolidation, Universal Radio Features now services 36 Pacific Coast newspapers with radio columns and logs.

IMPRESSIONS of the Pacific Northwest and the new Buick "Fireball" car, were discussed on KMO, Tacoma, when Dick Ross, station program director, interviewed Harlow H. Curtice, president and general manager of Buick Division, and newly-elected vice-president of General Motors Corp., at Paradise Inn on Mt. Rainier, Aug. 30. Broadcast was carried by the Northwest division of Mutual-Don Lee network, with individual local Buick dealers buying spot announcements before and after the quarter-hour program.

KSCJ, Sioux City, Ia., recently carried an on-the-spot description of the test, held near Cherokee, Ia. Unable 33d annual Pilot Rock Plowing Conto secure direct lines to the meet, KSCJ sent Charles Sebastian to the contest with portable recording equipment. His transcribed commentary then was broadbast later in the day.

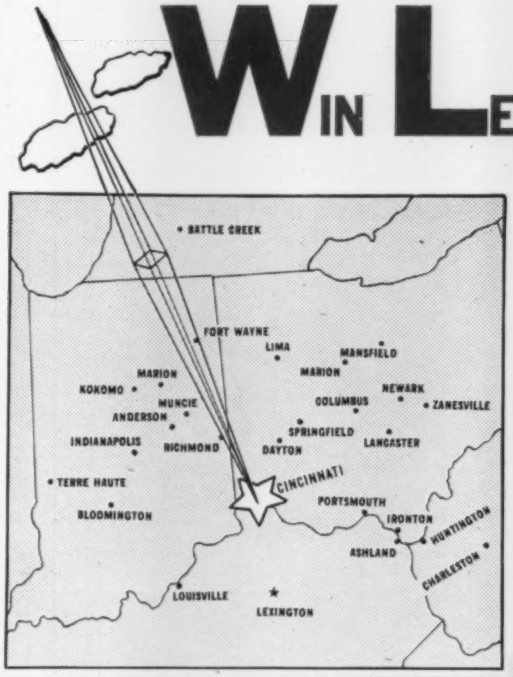
WHEN Luella Jordan, young San Francisco radio singer and actress was stricken seriously ill recently and needed blood donations, several members of the KPO-KGO staff volunteered for transfusions to save the life of their co-worker. Dick Bertrandias, KPO-KGO producer, was the first to have his blood accepted. Others followed. As a result Miss Jordan is showing improvement. She is the daughter of Judy Deane, veteran San Francisco microphone star.

EVEN WAR bulletins are subject to blitzkriegs these days as WDAS, Philadelphia, discovered. The Department of Highways made station officials remove their news flashes on the European war situation from a bulletin board displayed on the sidewalk in front of the station building because it resulted in traffic obstruction.

WFIL, Philadelphia, returns its *Mystery History* program, a quiz show based on a dramatization from American history, on Oct. 13. A weekly sustaining show, it will again be carried by Mutual.

WKY, Oklahoma City, building around its *Salute to Youth* program, is conducting an Americanism show directed at yongsters. To teach patriotism by entertaining groups of kids, WKY arranged with Warner Bros. to supply movies—comedies, short educational features, and pictures with a patriotic theme—and with the local Standard Theatres organization to use their houses for the Saturday morning programs. The kids come to the various participating theatres, look at the movies and hear the quarter-hour *Salute to Youth* feature, which plays up Americanism with the oath of allegiance and patriotic music and commentary. In the first six weeks of the venture, 7,000 children have attended the weekly shows.

WIN LEXINGTON WOMEN


BATTLE CREEK
FORT WAYNE
LIMA
MANSFIELD
MARION
MARION
KOKOMO
MUNCIE
ANDERSON
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SPRINGFIELD
INDIANAPOLIS
RICHMOND
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LANCASTER
TERRE HAUTE
CINCINNATI
BLOOMINGTON
PORTSMOUTH
IRONTON
HUNTINGTON
ASHLAND
CHARLESTON
LOUISVILLE
LEXINGTON

LEXINGTON, KY.

1¾ hours from Cincinnati by train but part of Cincinnati by WLW.

Population—1930	45,736
Retail Sales—1939	$28,863,000*
Wholesale Sales—1939	$64,021,000*
Per Cent of Nation's Buying Power (Trading Area)	.1988*
Radio Homes—1938 (Fayette County)	16,360

**Estimated by Sales Management*

. . . that's what WLW-advertised brands do, according to Lexington retailers. It's natural that they should, for The Nation's Station is a regular listening habit in Lexington, just as it is in the more than a score of other rich trading centers that make up its primary area. And local merchants in *all* of these centers accept the resulting consumer preference as their cue to push WLW-advertised merchandise.

REPRESENTATIVES: NEW YORK—Transamerican Broadcasting and Television Corp. CHICAGO—WLW, 230 North Michigan Avenue

BEN SNYDER
EMBRY & CO.
STRAND
Dentons

WLW THE NATION'S *most Merchandise-able* STATION

TWINS

BUT HOURS APART!

Keep all the original sparkle in transcribed delayed programs

RCA HIGH-FIDELITY DE LUXE RECORDER

ALMOST an identical "twin" to the original performance is the performance transcribed on the new high-fidelity De Luxe RCA Recorder Model 73-A! Unmarred by distortion and harshness, your rebroadcast retains all the life and color, all the sparkle and warmth, that makes a broadcast program *live!*

Extra *convenience,* too, in this RCA 73-A! Now, without changing lead-screws, you can record outside-in or inside-out, 78 or 33⅓ r.p.m., at any number of lines per inch between 96 and 154. To change the feed, just turn the knob!

TWO motors simultaneously rim-drive the extra-heavy turntable, for high torque, excellent regulation, low slippage. Unique mechanism automatically lowers cutting-head *slowly* onto record—no chance of stylus-breakage at awkward times.

Recording for rebroadcast is becoming more important than ever . . . invest in the recorder that offers you the most in quality and performance and adaptability! Over 40 years of recording experience lie behind this RCA recorder, designed by the same engineers who design recorders for RCA Victor Records. Write for complete literature and data.

• •

Use RCA Radio Tubes in your station for finer performance.

- ★ Cutting-Head response flat within 2 db., 50-10,000 Cycles
- ★ Double Rubber Shock-Mountings to absorb vibration
- ★ Lathe-Type Precision Construction; Maximum Rigidity
- ★ Oil-Damped Leak-Proof Stabilizer—No "Flutter"
- ★ Suction-Nozzle and Mounting. Suction Pump available
- ★ Easy, Precise Adjustments for Angle and Cutting-Depth
- ★ High-Quality Microscope—Lamp and Timing-Scales
- ★ Automatic and Fixed Equalizers available

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg.
Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

RCA

FOR FINER PERFORMANCE... GO RCA ALL THE WAY

Microphones
Speech Input Systems
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